

**VILLAGE OF WESLEY CHAPEL  
COMMUNICATIONS COMMITTEE  
MEETING MINUTES  
November 29, 2018 – 7:00 P.M.  
6490 Weddington Road, Wesley Chapel, N.C. 28104**

**Committee Members Present:** Chair Deb Bledsoe, Tammy Boyce, Dana Crossman

**Committee Members Absent:** April Campagna

**Staff:** Administrative Assistant/Secretary Beth Leonard

**CALL TO ORDER/DETERMINATION OF QUORUM**

The meeting was called to order at 7:03 p.m. There was a quorum present.

**PUBLIC COMMENTS**

There were no public comments.

**ADDITIONS, DELETIONS AND ADOPTION OF AGENDA**

There were no changes to the agenda. Ms. Boyce motioned to accept the agenda; Ms. Crossman seconded the motion.

The motion passed unanimously.

**APPROVAL OF MINUTES FROM THE SEPTEMBER 27, 2018 REGULAR MEETING**

Ms. Crossman motioned to approve October 25, 2018 regular meeting minutes; Ms. Boyce seconded the motion.

The motion passed unanimously.

**CHAIRMAN'S REPORT ON PRESENTATION TO COUNCIL – NOVEMBER 12, 2018**

Chair Bledsoe reported Council approved the changes to the Communications Charter. The Council approved the Facebook policy, as well as naming the committee chair, committee vice chair, the Village clerk and the Village administrative assistant to act as administrators on the new Facebook page. In general, types of posts approved were town-sanctioned events, traffic updates, safety issues, news articles. There are to be no sales posts or political posts. The page was approved to go live immediately. Clerk Bennett sent an email out to invite the community regarding the Facebook page announcement.

Chair Bledsoe reported on her posts to the page including features on the Fall Bash, the Village's town seal, and the Village's 20-year anniversary. She also posted the Village Council's videos for the past year.

Chair Bledsoe provided a printout of the page analytics to the committee. She responded to a post concerning the potential development on Weddington Road after getting input from the Village planner. The committee discussed ideas on future posts and will brainstorm before the next meeting. Some suggestions were to feature the historical designation of Siler Church, an ongoing series on the history of the Village, periodic “spotlight” interviews of residents with a set list of questions, and requests to Wesley Chapel residents for artifacts (to donate or loan) for display in the town hall lobby. These can also be showcased on Facebook. Old photos related to town history or people, can also be requested. The FB page can also highlight new businesses in the Village.

Chair Bledsoe suggested the members link the Village FB page to their neighborhood pages or similar community pages.

Chair Bledsoe reported she did not request a 2019 budget at this time and the item will be tabled until April 2019, when Council begins the budget process.

### **SOCIAL MEDIA POLICY**

Chair Bledsoe circulated a draft social media policy for the committee to review. Ms. Boyce motioned to recommend review of the policy by the attorney and approval of the policy to Council. Ms. Crossman seconded the motion. This policy will cover all social media – Twitter, Instagram, Facebook, etc.

The motion passed unanimously.

### **SOCIAL MEDIA ARCHIVING COMPANY**

Chair Bledsoe informed the members that if and when the Village is ready to move forward on hiring an archiving company, three bids are required. This agenda item was tabled until further notice.

### **BRANDING THE VILLAGE**

Photographs of the Village have been sent to the mayor for his review. Funds will eventually be needed to print and frame photographs chosen for display in the town hall. Chair Bledsoe will forward the photos via a link to the committee members.

### **2019 MEETING SCHEDULE**

After discussion, Ms. Boyce moved to change the meeting dates from the fourth Thursday of each month to the third Thursday, except for November and December. There will be no meeting in November of 2019. The December meeting will be Dec. 5, 2019. Ms. Crossman seconded the motion.

The motion passed unanimously.

### **OTHER BUSINESS**

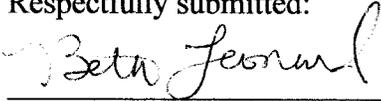
Chair Bledsoe requested the members send her a list of potential questions for interview and to think of ideas for Facebook posts.

**ADJOURNMENT**

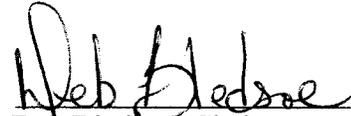
Ms. Boyce motioned to adjourn the meeting; Ms. Crossman seconded the motion.

The motion passed unanimously. The meeting ended at 7:41 p.m.

Respectfully submitted:



Beth Leonard  
Administrative Assistant & Secretary

  
Deb Bledsoe, Chair