

VILLAGE OF WESLEY CHAPEL
COMMUNICATIONS COMMITTEE MEETING MINUTES
May 16, 2019 – 7:00 P.M.
6490 Weddington Road, Wesley Chapel, NC 28104

Committee Members Present: Chair Deb Bledsoe, Dana Crossman, April Campagna
Committee Members Absent: Tammy Boyce
Others: Cheryl Bennett, Clerk/Administrator

CALL TO ORDER/DETERMINATION OF QUORUM

The meeting was called to order at 7:04 p.m. There was a quorum present.

ADDITIONS, DELETIONS AND ADOPTION OF AGENDA

Ms. Crossman motioned to accept the agenda; Ms. Campagna seconded the motion. The motion passed unanimously.

APPROVAL OF MINUTES FROM THE APRIL 18, 2019 REGULAR MEETING

Ms. Crossman motioned to approve the April 18, 2019 regular meeting minutes. Ms. Campagna seconded the motion. The motion passed unanimously.

CHAIRMAN'S REPORT ON PRESENTATION TO COUNCIL – MAY 13, 2019

Chair Bledsoe noted the boosted Facebook post reached 2,477 people, and they gained twenty-four new followers. Council member Rodriguez' profile is up now, and Council member Como will be next, followed by Council Member Fuller. The video post on Wesley Chapel's history is still the most popular one with 3,500 views. A Facebook post was also made to encourage citizens to join the Sunshine List.

Chair Bledsoe received information from the Tri-W news regarding a contract, and she sent back several questions on it to them for further information. Also posted to Facebook was the Channel 9 coverage of the Council meeting with the rezoning public hearing and decision.

COMMUNICATIONS 2019-2020 BUDGET

At the May 9, 2019 budget workshop Council approved the requested budget amounts, and put the \$1,000 for photos in the Capital Outlay – Artwork line item. There will be a budget public hearing in June before the 2019-20 budget is finally adopted.

PHOTOGRAPHS FOR TOWN HALL

Chair Bledsoe would like to get one photo printed so we can review it before purchasing all the photos. She and the Finance Officer will go to Cardinal in the next week or so and get the first photo printed. Cardinal has not responded to our request for a W-9 form.

TRI-W PUBLICATION

Jenifer Shaw from the Tri-W News sent a rough draft contract, Chair Bledsoe highlighted several areas on it for further clarification, and sent it back to her. The Committee discussed the draft, and agreed with her concerns, and questioned the “dollar recovery” for ads that the town was “instrumental in securing”, asked how multi-month ads would work, what if none of the ads secured were on our page, and whether there could be a space at the bottom of the page for ads.

The clerk will contact the Weddington and Waxhaw clerks on their experience with their pages in the Tri-W News.

FACEBOOK ONGOING BUSINESS

Chair Bledsoe corresponded with Lauren Jones from Novant, and Laura Laurenzana from the Chamber of Commerce and they are working on scheduling the ribbon cutting for the Novant office here.

INSTAGRAM

If Instagram posts must be done by cell phone, and the Village does not have a cell phone, this could be a problem.

OTHER BUSINESS

Chair Lepke from Parks and Rec would like a post on the Facebook page about the new band shell.

ADJOURNMENT

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

The motion passed unanimously. The meeting ended at approximately 7:50 p.m.

Respectfully submitted:

Prepared by Cheryl Bennett
Village Clerk

Deb Bledsoe, Chair