



GOSHEN CONNECTICUT

Communication Task Force

Minutes 6/7/2022

This meeting held in-person and on zoom and is available as a recording

Present: Paul Collins, Henrietta Horvay, Janell Carroll, Scott Olson, Joyce Mowrey. Excused Erin Reilly

1. Called to Order: Paul Collins called the meeting to order at 7:02
2. Each of the members introduced themselves and spoke about their history in Goshen.
3. Discussion was then held about the communication and miscommunication throughout Town.
 - a. That the goal of the task force is to create a report to the selectman of ways we can better get the word out. This will be multidimensional answer – there is no single answer.
 - b. We reviewed the existence of the email alerts from town website, and the 2 calendars on the homepage that some members were not familiar with. Town Topics was discussed and maybe we can get a page in there explaining how the current site works. A suggestion was made about “spark” notes as a digital or mailed notes – a brief synopsis of happenings at a meeting. – There was significant discussion about this idea
 - c. A calendar as a base of the information portal – Discussion was held about what should be on the calendar and how it might be used – this will be a continuing item on the agenda for future meetings
 - d. Contact other local towns and what they do -
 - e. Signage and who drives by it. Janell mentioned that the Goshen Business Circle was speaking about signage within a building with ads for local businesses
 - f. Town Topics was spoken about and the idea of changing the frequency and adding a monthly single page calendar on 1 side and highlights of coming events. The senior group was given a page of events.
 - g. Should the Town Topics be available via email for those that would prefer. We will need a way to manage this automatically.
 - h. The involvement of each committee and getting them to help better inform the residents will be additional challenge
 - i. Future discussion will be
4. Future meetings will be the 2nd Tuesday of each month thru September
5. Adjournment: At 7:56 a motion was made by Joyce Mowrey and seconded by Henrietta Horvay and voted by those eligible to adjourn the meeting

Respectfully Submitted

Paul Collins

Received June 8, 2022 @ 1:17 P.M.

Attest Barbara Z. Brey
Goshen Town Clerk