

NANTUCKET AFFORDABLE HOUSING TRUST:
COMMUNICATIONS SUBCOMMITTEE

~~ MEETING MINUTES ~~

Tuesday, March 28, 2023.

Remote Meeting *via* Zoom– **12:00 pm**

Subcommittee Members: Brian Sullivan, Reema Sherry, Shantaw Bloise-Murphy

ATTENDING MEMBERS: Brian Sullivan, Reema Sherry, Shantaw Bloise-Murphy

STAFF IN ATTENDANCE: Hayley Cooke (Housing & Real Estate Office Manager), Tucker Holland (Housing Director), Florencia Rullo (Communications Manager)

PUBLIC IN ATTENDANCE: None

I. Call to Order

Reema Sherry calls the meeting to order at 12:07pm.

II. Approval of Agenda - ACTION

Shantaw Bloise-Murphy makes a **MOTION** to approve the agenda as written.
Seconded by Reema Sherry.

ROLL CALL of those participating:

- | | |
|--------------------------|-----|
| 1. Reema Sherry | Aye |
| 2. Shantaw-Bloise Murphy | Aye |

The agenda is adopted by 2-0 vote.

III. Public Comment

None.

IV. Communications Goals & Strategies for Town Meeting – DISCUSSION

Reema Sherry: We used to do a 1–2-page handout for Town Meeting. Because we have more time, we can do a glossy booklet/annual report page “report” using Tucker’s presentation to Fin COMM as the data/info. It has the info on

what we've spent funds on, our future endeavors, etc. We can use parts of that to post "did you know" type content for social media information. What would really be great is if we could talk about the RFPs and what they are actually happening by then, of we have QR codes that people can then link to more information on any particular topic – newsletter, RFPs, Housing Nantucket, etc.

Florencia Rullo: That all sounds doable. I just need you all to get organized and give me the information so I can brainstorm the best channel to share it. We have the regular videos I put together every year for the Town Meeting – in Article 18. Your newsletter is coming out on April 12. I'm also working on little business cards for Transportation with a business card in the back. We should work on one for the AHT that has the AHT logo and a main question i.e. "Are you concerned about housing on Nantucket" with a QR. That landing page can only be dedicated to the Town Meeting. We can create surveys, we can create a project page just dedicated to the Trust if we want to collect data from people on what their feelings are, their input on social media, etc. I need an idea of the time you have and what you want there.

Brian Sullivan: I agree we use the Fin COMM document as the basis. A few things. For the newsletter, I have some concerns – there are less than 300 people on the mailing list.

Florencia: Correct. We also share through social media, so the views are much higher.

Brian Sullivan: I am also concerned it is a stagnant piece of delivery. Can we break out all the topics of the newsletter into individual web pages, or blogs? So, each piece of content can exist in its own URL – that way as people is searching for a topic, it comes back to it. And then STR Spring, STR fall, etc. I want to make sure we have content that lives on the internet and can be searchable. Also, can we create a list of the various organizations that we need to get in front of, and communicate with them about distributing the Newsletter to their list – such as the Civic League, the Non-Voting Tax Payer, ACK Now and Save Nantucket – they have newsletters, can we capture those? There is the realtor NARAB list, there is Housing Nantucket, Chamber of Commerce. Can we deliver it to them to then deliver it to their list? Or we could ask to capture their list and then distribute it – if they are willing to.

Reema Sherry: I am meeting with Margretta on Friday from Community Foundation, and she is incredibly good at distributing them.

Brian Sullivan: I am going to take the Newsletter info, recreate the content, and distribute it to my group. I want to be able to drive traffic back to these web pages. Also, if we are talking about these groups, can we get time in front of these groups to present the hard copies and ideas here? These are all the distribution opportunities I see out there – but we need to make sure we put the content out in a way they can come back to. Also, is there a way to have a call to action for people to sign up for newsletters related to housing?

Florencia Rullo: So, the Town has two Newsletters – Libby's newsletter which goes to 3,000 people, sometimes other places also share it – with other distribution, social media, there are about 10k looking at it.

So, the Housing Office has a website that we need to work on. Brian, on how to direct people to a web page itself that is not the newsletter – yes, we can have different URLs for all the programs. We have the capacity to do that, so I just need to know how you envision them to be, and what the topics are. I can work with Hayley on this, she has all this info, etc. Where do you want me to start from?

Reema Sherry: I would say going over the website and making sure the info is there and is easy to get to.

Brian Sullivan: This group needs to do an audit of the website [in the future].

Florencia Rullo: Since you have this subcommittee, we can meet more regularly, even after Town Meeting. The thing we want to know is – what do you want from this page – what is the goal when someone goes to this website?

Brian Sullivan: I think redeveloping the website is secondary. First, is redeveloping the Fin COMM presentation onto the website so then we can distribute that. And to meet with folks and have a handout. I do not think we will work on a website revision before the Town Meeting.

Hayley Cooke: So, you want it to be like, if the Newsletter mentions Warrant 18, there is a page on the website that explains Warrant 18.

Brian Sullivan: Right. Also, then you can create separate content on singular topics – like Article 18 for example. And share social content and just that link, etc.

Tucker Holland: So, what is the time for this? For creating a dozen web pages for each topic.

Brian Sullivan: Let's work backwards – the Newsletter comes out April 12, May 6. Can we go earlier to the Newsletter?

Shantaw Bloise-Murphy: Does this conflict at all with Libby's newsletter?

Florencia Rullo: No. Her Newsletter comes out in 2 days. And then the videos on each warrant will come out on the 17th.

Brian Sullivan: Is this enough time to hear all the objections and then address them before Town meeting?

Brian Sullivan: Can we get info on Rotary, Civic league, etc. when they schedule their own meetings and distribution schedule. Can we get in front of them, and should we get our newsletter out before those dates so we can get info to them before they meet?

Tucker Holland: Can you clarify, who is the newsletter being sent to apart from the list Brian wants to outreach to?

Florencia Rullo: Right now, you have an email list of people who signed up for this newsletter – 3,000 people. It has more traffic than that because it goes out on social media.

Tucker Holland: Can we send it out to Libby's list as well? To HR list as well?

Florencia Rullo: Definitely.

Florencia Rullo: We can push the newsletter to go out on Wednesday, April 5 instead of April 12.

Tucker: I can send an email to each of these organizations and say – we have a newsletter, we want to distribute it, and do you have any meeting in which we can attend?

Brian: You can CC me on that, I will volunteer to go to meetings, speak, etc.

Shantaw: Please leave just the Chamber off of your list because we have an MOU regarding sending newsletters to their 16k subscribers. I am going to firm things up with Libby and Rick and get signatures and then we will be good to go.

Florencia: We can put some ads in the Current, Inky, etc. with “Housing News” with a link.

Reema Sherry: And then let’s also do the 8-page glossy handout.

Tucker: Florencia, can you produce that?

Florencia Rullo: Is that based on the e-news?

Tucker: Yes, the content.

Florencia Rullo: Who puts that together – do you want to do that, or can Hayley and I just put it together using the newsletter?

Reema Sherry: Yes, that, and also use the central core of Tucker’s Fin COMM presentation.

Tucker Holland: It would be the same content, but a different format, a more condensed format. Definitely want some photos in there too.

Florencia Rullo: Remember we have to be careful with Town meetings. We cannot tell people how to vote.

Reema Sherry: And the QR codes can go to parts of the website – if you want more info on XYZ – go here. Info on CCAP, other programs, etc. there’s a QR code for that.

Brian Sullivan and Tucker Holland arrive at 12:11pm.

Brian Sullivan leaves at 12:41pm.

The group discussed the current newsletter draft shortly and gave some edits and thought to Hayley, who will incorporate them and then work with Tucker to produce a polished draft that this committee can then review.

Shantaw Bloise-Murphy leaves at 12:50pm. Tucker Hollands leaves at 12:55pm.

V. Other Business

None.

VI. Adjourn

Reema Sherry adjourns the meeting at 1:03pm.

Submitted by:
Hayley Cooke