

CONNECTICUT RIVER GATEWAY COMMISSION
Communications and Outreach Committee Meeting Minutes
February 16, 2023

Attendance: Gregory Futoma, Kathleen Perzanowski, Alan Ponanski, Judy Preston, Jerry Roberts, Suzanne Thompson, Melvin Woody

Call to Order: The meeting was convened using the Zoom online platform at 4:33 p.m. The agenda was formally posted in all eight Gateway member towns, with information directing interested members of the public to join the meeting online.

Marketing project. Discussion focused on completing the Commission's website renovation. The committee decided to use a special 50th anniversary commemorative logo on the site's front page and page headings through 2023. Various content issues were discussed.

Futoma reported that to plan for future e-newsletters, the Commission's consultant advised opening an account with an email distributor. This would allow the Commission to collect email addresses in a database on site launch for future communication. Futoma discussed vendor offerings, including database flexibility and reporting. Upon a motion by Judy Preston, seconded by Jerry Roberts, the committee voted unanimously to enter into a year-long contract with Constant Contact.

Commission 50th Anniversary. Members discussed various media that might be used to recognize the Commission's anniversary. "Events" magazines are published and distributed in the majority of the Gateway Conservation Zone towns. Various other local and regional media were identified.

Celebratory events were discussed such as requesting a proclamation, sponsoring a reception, and creating a podcast. A program to encourage hikes in the eight member towns in conjunction with the Lower Connecticut River Land Trust was discussed.

Adjournment: Upon a motion by Judy Preston, seconded by Jerry Roberts, the meeting adjourned at 5:30 p.m.

Respectfully submitted,

Gregory Futoma, Committee Chair