

# Shutesbury Web Communications Committee

## Meeting minutes: August 13, 2025

Virtual meeting called to order at 7:02 pm.

In attendance: Grace Bannasch (Town Clerk), Greg Caulton, Gail Fleischaker (Chair), Fred Steinberg

1. Town Announcements Policy: revised to clarify purposes and uses of Town Announcements.

Discussion:

Vote to approve revisions to Policy 020813: unanimously.

Revised Town Announcements Policy 020813 is attached.

Gail to present to Select Board for approval.

2. Progress report from Greg on WordPress website demo

Needs permission/authority to transfer

Pantheon hosts both Drupal and WordPress

3. Added to agenda: Report on need for Drupal help

Tom Hoogendyk, recommended by Penny Jaques, is willing to help with our website

Tom now has access to website & Pantheon host site for Drupal and code changes. Will provide estimates of time and cost for requested changes to menu settings

Question: if Tom has authorization for code changes at Pantheon, can he give Greg authorization needed for content transfer.

Moved and seconded to approve minutes for tonight's meeting: Approved unanimously.

Moved and seconded to close meeting: Approved unanimously.

Meeting closed at 7:23 pm.

## **Town Announcements Policy**

Policy Number 020813, Amended/Approved XX/XX/2025

### Purpose

The Shutesbury's email notification system was established to provide information on local municipal events to subscribers of the Town Announcements List. That list is subject to the Massachusetts Public Record Law and is available to anyone who requests it.

### Use of the Town Announcements List

The Web Communications Committee encourages Town boards, commissions, committees, and departments to use the email list to announce activities (such as a nature walk, library program, or lunch gathering), to distribute public health information, to serve notice of a public hearing, or to invite committee membership. The Committee will send a user's fully-composed email to the List on the user's behalf (the Committee does not compose email messages). Approved frequent users will be provided with information needed to send emails directly to the List.

### Guidelines for emails

All emails sent, or submitted for being sent, must come from a recognized "@shutesbury.org" entity and be factual in nature, neither advocating a position/vote nor promoting a commercial interest.

### Process for submitting emails to be sent to the Town Announcements List

Emails submitted for sending by the Web Communications Committee should be addressed to: [web@shutesbury.org](mailto:web@shutesbury.org). All submitted emails must include the following information:

- Subject: short topic title
- From: email address of Town entity
- Requested send date
- Announcement text can include links, but neither inserted images nor attachments are possible in the MailChimp system.

The email will be reviewed for compliance. Please check your email for any question or request for clarification from the Web Communications Committee. If everything is in order, your message will be sent to the email List on the requested send date.

### Questions and Issues

Questions and issues about any aspect of the Town Announcements List should be brought to the attention of the Chair of the Web Communications Committee. If a complainant is dissatisfied, he or she may appeal to the full Committee, then to the Selectboard for resolution.