

## Bonnet Shores Fire District – Communications Committee Meeting

Saturday, March 25, 2023 @ 11:00 AM EST

Venue: BSFD CC – 130 Bonnet Shores Road, Narragansett, RI

Attendees: S. Danuszar, J. Iannucci, S. Ryder, C. Mannix

### Meeting Minutes

1. **Meeting Start:** S. Danuszar, Chair, started the meeting at 11:01 AM EST with the Pledge of Allegiance, which was followed by a moment of silence.
2. **Agenda Item #1 (Meeting Minutes):**
  - a. Motion to approve **March 9, 2022 meeting minutes**, as drafted, by C. Mannix with second by S. Ryder. Passed 4-0.
  - b. Motion to approve **May 19, 2022 meeting minutes**, as drafted, by C. Mannix with second by S. Ryder. Passed 4-0.
  - c. Motion to approve **July 1, 2022 meeting minutes**, as drafted, by J. Iannucci with second by S. Ryder. Passed 3-0. Mannix abstained as he was not present at the July 1 meeting.
3. **Agenda Item #2 (Meeting Minutes Preparation):** Committee Chair indicated that C. Mannix will take notes and draft meeting minutes going forward.
4. **Point of Order:** S. Danuszar explained that the Communications Committee is advisory only and does not make any decisions on behalf of the Fire District. As a result of the advisory nature of the committee, the SOS requirements for submission of minutes do not apply to this committee. S. Danuszar also recognized the attendance of Treasurer L. McCarthy.
5. **Agenda #3/4:** J. Iannucci brought up the cost of Network Solutions, which was mentioned in the 03/09/2022 meeting. The reference was made to the hosting service and platform provider that had been used for the web site. They have been used as a back-up, but no action was taken. The Network Solutions contract is set to expire in June of 2023.
6. **Agenda #4 (Blue Host):** J. Iannucci and S. Danuszar indicated that we are currently using Blue Host as the web hosting service.
7. **Agenda #3 (Web Site Suggestions):** J. Iannucci indicated that L. Kaufman has taken over many responsibilities. She is now listed as the web master on the site. J. Iannucci indicates that he is her back-up, not the other way around. There is a dollar amount for L. Kaufman services. It will expire April 30<sup>th</sup>. It was mentioned that the district manager indicated that he had been trained to do the work. However, he indicated that the scope of the support went beyond his standard job duties.
8. **Agenda #3 (Web Site Suggestions):** The way that the site was being maintained has changed. There is a creative component, which is difficult for a standard operator to bring to the proverbial table. A member of the community stated that she finds the new site to be “overwhelming” because it contains so many links, drop down menus, colors, click paths, and photographs. S. Ryder indicated that the current columns “compete” for our attention.
9. **Agenda #3 (Web Site Suggestions):** Treasurer McCarthy indicated that the site should be streamlined. J. Iannucci stated that the District Manager should have a Quick Update banner at

the top of the home page. For example, if there is bad water in the system, he would be able to notify the impacted users.

10. **Agenda #5 (e-blast Procedures):**

- a. The Chair inquired about the email blasts. S. Ryder said that email blasting is rather easy although there are formatting and cleanup issues when the draft message is submitted for dissemination. S. Ryder clarified that “MailChimp” is still in use for the e-blasts and the effort that is involved with that.
- b. S. Ryder indicated that the District Manager could take over the email blasting. S. Danuszar would like to see the BSFD Chair approve the messages that go out, which is the current practice.
- c. There is confusion about the label/mask used to identify individual email inboxes. For example, what appears if you receive an email from User X? Is it the name, the district role (e.g., District Chair), BSFD, or other? C. Mannix indicated that this morning’s update regarding the Coast Replenishment from recent storms had a mask/label of District Council. The back-end email is converted and is showing a mcsv.net address.

11. **Agenda Item #6 (Ways to Increase Communication):** S. Ryder indicated that he can send out approximately 16 “events” per month – meaning 16 email updates (aka “events”). Right now, typically, there is a weekly email. S. Danuszar indicated that the weekly update is not sufficient. He indicates that it could be necessary to send out more frequent updates because of the amount to wrong information that is shared, especially recently. BSFD Chair approves updates/newsletters that go out. S. Ryder said that there are follow-up emails/corrections that go out after the initial message, which eats up our “event volume” limit. C. Mannix inquired about whether – or not – there is a current communication deficit. The committee members feel that there is NOT a deficit.

12. **Agenda Item #6 (Communication Problems):** S. Danuszar indicated that the Bonnet Shores Neighborhood Association FB page has been heavily criticized for its quality (and lack) of critical information, to the public. S. Danuszar has also mentioned that some residents (including himself) agree that the word “Association” with the previously mentioned FB group name is misleading and should be removed, going forward. S. Danuszar also indicated that a new disclaimer should be permanently posted on the BSFD web site, because the web site is the only official source of BSFD information.

13. **Agenda #7 (New Committee Members):** S. Danuszar indicated that D. Kaufman has resigned. C. Mannix indicated that the work of the committee is progressing. The work that needs to be done is getting done. J. Iannucci indicated that the Council can always appoint new members to the committee – since it is their prerogative.

14. **Agenda #8 (Next Meeting Date):** S. Danuszar polled the members about their availability. The committee members stated that they would be available Saturday, May 6<sup>th</sup> (2023).

15. **Motion to Adjourn:** S. Danuszar made the motion to adjourn, seconded by S. Ryder. Motion passed 4-0. The meeting ended at approximately 12:15 PM.

Respectfully Submitted,

Stephen M. Danuszar