

Bonnet Shores Fire District - 130 Bonnet Shores Road, Narragansett, RI 02882

Communications Committee Meeting

Date and Time of Meeting: July 15, 2023 at 9:00 AM EST

Location: Community Center

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

Start of Meeting

- The meeting started at 9:07 AM. Mr. Danuszar indicated that we would quickly move through the agenda because of the humidity.

Web Page

- The web site feels “busy” to many users. The goal is to have a clean venue for information.
- Ms. Kaufman [via email] indicated that the calendar needs to be accurate, but she does not always get information. Mr. Iannucci indicated that perhaps the DM could provide that.
- CM, SR, and JI indicated that we can take out the middle person if we have things filter through the DM and/or a member of this committee.
- There is unanimous consensus that the calendar should have a “as of date” to reflect how recently it was updated. JF will be the POC for all calendar items. DM will send information to the Council Chair and copy JF.

Facebook

- Mr. Danuszar discussed Facebook and the fact that there is no Facebook page and that the web site is the only official source of information. Mr. Danuszar discussed the fact that there are documents that are posted to one Facebook page, with factual information. CM indicated that there are users on FB that post screenshots of the website to answer questions.

eBlast System

- SR states that there are duplicate email addresses or “bad” email addresses for the subscriptions to the e-blast system. While there are about 900 email addresses, only 70% are opening the emails (clicking open). This means that there are about 600 “good” email addresses that thoroughly receive the e-blasts.
- There are individuals who provide an email address for tax collection. The email addresses are shared with the e-blast system. If anyone complains, he/she can contact the DM and unsubscribe. We can also make a post on Facebook to subscribe to the e-blast system.
- Deb Pannullo indicated that we could provide an incentive (ice cream, gas) to get individuals to sign up for the e-blast system.

Annual Newsletter (Hard Copy)

- A mass mailing was brought up. CM talked about the annual newsletter, printed out on paper, and mailed out via USPS. CM indicated that there was always an annual mailing, but in 2020 the practice was stopped because of the Covid pandemic. We could send out by email and stamps. CM can obtain a list of the tax bill mailing addresses from the Town of Narragansett. There was a conversation about the tax bills and asking individuals to provide email address and telephone number.
- We need to look at physical addresses and mailing addresses and see if we can send a mailing to them to ask them to sign up for digital communications.

- We talked about snail mail and we can identify homes that are rented and send a mailing to the house address and owner address.
- SD stated that we can focus on the mailing addresses of owners, whether they live or out of town.

BSFD Update (Weekly Newsletter on Email)

- CM stated that we only need to convey high level important information. Right now we are very redundant and we say the same thing over and over again.
- Most publications have a standard landscape. The information should be positive. DP [audience] said that we should include a positive piece, something nice to show our human side.
- The Communications Committee will take over the e-blasts. The newsletter should be monthly, or biweekly at most, and needs to be trimmed down. We will compose the newsletter based on provided inputs and make sure that it is high level and positive. It will go to Chair for approval. Sentiment was unanimous.

Document Storage

- Many years ago, there was a “push” to move as many documents to the cloud or to digital storage.

Steve Ryder Transition

- SR will be moving back to Massachusetts. SR and JF are beginning a transition. JF has joined the committee and they are making progress.

Facebook Discussion [revisited]

- SD said that he does not like the presence of the word association on one of the Facebook pages. More people know not to make assumptions.
- We could ask the Neighborhood Association to disclose that their page is not official. SD can suggest at the next meeting. GM stated that a larger font size.

Meeting Conclusion

- Meeting ended around 10:32 am EST.