



## Town of Lumsden – Social Media Committee

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**DATE:** June 15, 2021

**PRESENT:** Chairperson: Councillor Jenelle Brennan  
Mayor: Bryan Matheson  
Councillors: Ashlee Longmoore and Jim Rawlings  
CAO: Monica Merkosky

**SUBJECT:** Notes from the Inaugural Meeting of Social Media Committee

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The Committee discussed the existing bulletin board located between Conexus and Valley Pizza; it is not particularly user-friendly due to its construction materials. The Mayor offered to speak to Yolandi, who owns the property, to inquire about upgrading the bulletin board to make it more effective. The Mayor also offered that the Lumsden Lion's would cover the cost of the renovation.

The Committee discussed that they wish for social media platforms such as Facebook and Twitter to essentially direct users to the Town's website. There is interest in having a website that is organized differently as well as being more lively in its appearance. The Committee looked at other communities' websites. The Town of Shellbrook's was impressive and it was noted that the designer is All-Net, the same company that the Town uses as a tool to manage meeting agendas and minutes. It was mentioned that there may be an opportunity to reduce redundancy if posting of agendas and minutes on the website as well as for Council/Staff, can be done simultaneously. Each committee member will investigate other website designers and report back at the next meeting.

Next Meeting – June 23, 2021 @ 4:00pm via Zoom