

Digital Communication Advisory Committee Report
to the September 2022 Town of Taghkanic Town Board Meeting

The DCAC met on Friday, 9 September 2022. Betsy Albert, Doug Craig and Joyce Thompson gathered at Town Hall and Iona Wirtz attended via Zoom. Nadja Palenzuela is traveling with her business and will return to Taghkanic and these meetings in November.

Following a long discussion, the focus for the website versus for the TGazette was better defined as the following: the website covers government activities and the TGazette covers community activities. There is always some overlap such as time-sensitive events like road closings and town-sponsored activities like the Broadband Postcard Information would fit both categories.

It was agreed that to develop the TGazette into a more robust service and build broader community involvement in both article generation *and* readership/event participation, we need to start with a small project. The topic of gardening offers the advantage of being a broad-based interest across our community and Taghkanic Resident, Tim Kennelty, is a Master Gardner who has already developed many programs on this topic. He has offered to do a presentation for our town on Native Plants and Supporting Pollinators at the Fire Hall in October. At this event we hope to get a better feel from the participants about whether they would be interested in a regular blog section on gardening in the TGazette.

Respectfully submitted,
Joyce Thompson, Co-Chair
Digital Communications Advisory Committee