



DRAFT MINUTES
Public Awareness and
Communications Committee
November 14, 2013
Agency Meeting
WHT:KPM:mp

PUBLIC AWARENESS AND COMMUNICATIONS COMMITTEE
November 14, 2013

The Public Awareness and Communications Committee convened at 11:30 am.

Committee Members Present:

William Thomas, Acting Chair, Sherman Craig, Bradley Austin (DED), Dierdre Scozzafava (DOS)

Other Members or Designees Present:

Lani Ulrich (Agency Chairwoman), William Valentino, Karen Feldman, Daniel Wilt, Richard Booth, Arthur Lussi and Robert Stegemann (DEC)

Local Government Review Board Present:

Frederick Monroe - Executive Director

Agency Staff Present:

Terry Martino, Executive Director, Keith McKeever, Mary Palmer and Robert Kreider

Approval of October Draft Committee Minutes:

On motion of Sherman Craig, seconded by Bradley Austin, the Agency unanimously adopted the Draft Public Awareness Committee minutes.

Update on Agency Facebook and Twitter Accounts

Keith McKeever gave the Board an overview of the Agency's Facebook page. He presented the Facebook page showing the different links and information that is posted. He said that it is an excellent way to keep people apprised of what the agency is doing.

He also explained that we are able to share links on our page from other state agencies that are pertinent to the agency, as well as share links to different programs from other agencies. Our Facebook page also has links to the agency's web site for access to documents such as informational flyers and regulations.

Richard Booth asked if we knew how many people were commenting on the page.

Mr. McKeever said that at this time it is relatively undiscovered and there have been limited comments. He said we are now ready to put a link on our website that will take people to our Facebook page.

Chairwoman Ulrich asked if we were drafting a policy on what our sister agencies have done.

Mr. McKeever said there are general guidelines with Facebook. We want people to comment and we are developing guidelines that will keep people focused and to be respectful with their comments.

Mr. McKeever also stated that through our monitoring, we will respond to get correct information out there.

Mr. McKeever stated that Twitter has not been used much as we have been getting familiar with Facebook.

Executive Director Terry Martino stated that the effectiveness of having Facebook is the real time where you can post something immediately. We were not able to do that before and Facebook has opened that up for us.

Adjournment: The committee adjourned at 11:50 am.