

Minutes of Meeting of IWALC Communications Group held on Tuesday 31 August at 3 pm via Zoom

Present: Diana Conyers (chair), Sue Hardy, John Graney, Dave Hardy, Mick Lyons, Alex Watts, Heather Rowell (County Officer), Jill Webster (Publications Assistant)

- 1. Welcome and Apologies:** Diana welcomed members, especially new members Alex and Dave. Apologies from Helena Hewston were noted.
- 2. Membership of Group 2021/22:** Diana explained that membership of the Group would need to be ratified at the next Executive Committee meeting in September. *It was agreed to propose to the Executive that the following be members: Diana Conyers (IWALC chair), Mick Lyons (Vice-Chair), Sue Hardy (Treasurer), John Graney, Dave Hardy, Helena Hewston, Alex Watts. Administrative support: Jill Webster.*
- 3. Minutes of Meeting held on 23 February 2021:** These were agreed as an accurate report of the meeting.
- 4. Review of Activities:**
 - **Website:** It was agreed that there is a need for professional support to revise and update the website in order to make it easier to upload material and less dependent on one individual. John explained that it had never been his intention to manage the website indefinitely. Dave reported that he had contacted Wight Computers, who host Lake and Freshwater PCs' websites, to get an indication of the costs of doing this. Alex said that he had expertise in this field and contacts in Wight Computers. He offered to work with them to redesign it, thereby reducing the costs. Sue advised that, since Wight Computers was well known to members and other providers were unlikely to provide a better offer, there was no need to approach other companies. *It was therefore agreed that Alex and Dave will liaise with Wight Computers and report back to the Group and, through them, to the Executive.* The Chair thanked John for all the work he has done on the website and Alex and Dave for their offer to progress the matter.
 - **Bulletin:** Helena had asked that members discuss the length of the *Bulletin*, since she considered it was too long. The general feeling was that it was not too long but that it should not be used as a public relations platform for private companies. Sue suggested that the frequency be reduced from monthly to bi-monthly. Members discussed the advantages and disadvantages of this and also the possibility of producing it quarterly. *It was eventually agreed to consult readers on this in the next issue and to seek members' views at the September Executive meeting.*
 - **Social media:** Heather reported that IWALC has Facebook and Twitter accounts. The former is not used much, although some new members have begun to use it, and the latter not at all. Alex recommended that effort be concentrated on the Facebook account and that it should be monitored regularly and responses made quickly. He offered to give further advice on

this and to run a course on the use of social media for IWALC members. Dave raised the possibility of also using a discussion platform known as Discord. However, others suggested that the website might be a better place for such discussion. *It was agreed to recommend to the Executive that Alex be asked to conduct a course for members on the use of social media.*

- **Other forms of communication and marketing:** Helena had requested that the meeting discuss the possibility of members visiting councils to make personal contact. Diana reported that earlier in the year she had attended online meetings of about 16 councils, that she had visited Chillerton & Gatcombe PC in person recently and was planning to attend Brading TC's meeting in person this week. She also noted that the recent training courses and online meeting for new councillors had enabled herself, Heather and Jill to meet many councillors. However, she acknowledged that it is more difficult to attend meetings now that they are face-to-face, especially since she doesn't have transport. *It was agreed that she and Mick would make arrangements to attend some meetings together.*

5. Date of next meeting: It was agreed that the next meeting will be called when the need arises.

DC/01.09.21