



# Town of Windham

Town Offices  
8 School Road  
Windham, Maine

## Cover Sheet

File Number: CD 16-444

---

**Agenda Date:** 3/7/2017

**Version:** 1

**Status:** Draft

**In Control:** Town Council

**File Type:** Discussion Item

Communications: Needs, Challenges, and Opportunities.

As part of the Council's goal-setting process and/or in discussion about matters to be considered, communications with the public has come up as an important topic.

Among the questions to consider:

- What does the town need to communicate, or wish to communicate?
- What are the means and methods used or available to the town?
- What are the challenges of reaching the community the town serves in a fragmented communications landscape?
- How does the town organize its efforts to communicate effectively about the issues it faces, the business it conducts, and to hear from the people it serves?

A copy of email correspondence with thoughts from Councilor Maxfield is attached.