

VERMONT MUNICIPAL CLERKS' AND TREASURERS' ASSOCIATION  
COMMITTEE DESCRIPTION

**NEWSLETTER & PUBLIC RELATIONS COMMITTEE**

**Newsletter Purpose**

Produce, edit, and distribute an electronic newsletter to be sent to the membership and posted on the VMCTA website.

The newsletter will contain information and articles of equal importance pertaining to Vermont Clerks and Treasurers, and will be published seasonally: Fall, Winter, Spring, and Summer.

**Committee Members**

The Committee should consist of three-five active members appointed by the President. The Committee will select an Editor for a one-year term. The Editor will set up a schedule for the issues with targeted publication dates; features/topics will be outlined after consultation with the committee members.

Standard Content may include:

- President's Address
- List Executive Board and Committees and vacancies
  - Description of vacancies / responsibilities
- Notes from Executive Board Meetings
- Committee Reports
- Page dedicated to Clerk issues
- Page dedicated to Treasurer issues
- Provide calendar of upcoming events
- Mentoring Program details provided by Membership Committee
- List legislative actions taking place
- Annual meeting news
- Advertise Scholarship applications and deadlines for VMCTA, NEACTC, IIMC, NEMCI&A, VTGFOA and NEGFOA
- Summary of IIMC Conference

- Advertise and publish news regarding NEMCI&A
- Advertise VMCTA Annual Meeting
- Advertise VTGFOA and NEGFOA News and Educational Opportunities
- Awards, certification, recognition, etc (professional not personal)

#### Fill-Ins

- Helpful hints
- County News
- Disposition information
- Photos

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### **Public Relations Purpose**

Promote and publicize the activities of the Association and the professional accomplishments of its members.

### **General Duties for 2016**

In order to efficiently promote the efforts of the Association and the accomplishments of its individual members, the Committee will

1. Develop a press release template for distribution to the member's local news media and a template letter to the governing body (Selectboard, City Council, Board of Trustees)
  - a. Compile a data base about its members;
    - i. Length of term in office
    - ii. Relevant offices/professional & community work;
    - iii. Stock photo of individual;
    - iv. Photo of event with individual, if possible.
2. Send notices of Annual Meeting in NEACTC and IIMC Newsletters.
3. Send notice of election of officers, etc. in New England and IIMC to appropriate local newspapers.

4. Send notifications of designees of Town Clerk, Town Treasurer, Assistant Town Clerk and Assistant Town Treasurer of the Year awards to appropriate local papers and designee's legislative body.

**FEBRUARY:**

Provide materials as requested, such as recent photos, copies of awards, for VMCTA display at VLCT Legislative Day.

**AUGUST:**

Provide materials as requested, such as recent photos, copies of awards, for display at VMCTA Annual Meeting. Prepare and present a report for the Annual Meeting.

**SEPTEMBER:**

Provide materials as requested, such as recent photos, copies of awards, for VMCTA display at VLCT Town Fair.