

Town of Laurel Communications Committee
Meeting Minutes
August 20, 2026

Time: 6:30 p.m.

Location: Laurel Town Hall

Communications Committee Meeting Minutes

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Call to Order: 6:38 p.m.

Members Present: Councilman George Lodato, Ms. Anderson, and Sarah Barber.

Help Initiative Presentation

Representatives from Help Initiative, including Charlie Kissler and Gene Dallaghan, presented information regarding energy assistance, community solar, and housing outreach programs.

The program offers eligible residents a \$300 utility credit, free energy-efficiency products and inspections, and potential community-solar savings of approximately 10–20%. The income eligibility threshold was discussed as being higher than some other assistance programs.

The Committee discussed ways to reach Laurel residents, including the Town website, water bills, direct mail, social media, community organizations, schools, and houses of worship. Help Initiative emphasized that Town endorsement and promotion through official Town communication channels could help establish trust and distinguish the program from scams.

Help Initiative will provide the Committee with information on local community-solar projects and research the lifespan and disposal/recycling of solar panels.

Website

The Committee continued discussing the Town website redesign. The Committee's preliminary recommendation is to replace the existing website rather than continue making minor repairs. Potential options include Delmarva Digital, the Government Information Center (GIC), and other website developers.

The Committee discussed the proposed website layout and features, including Quick Links, Resources, Contact Us, Notify Me, department information, events, and a possible "Did You Know?" feature.

The Committee also discussed purchasing approximately 25 photographs for Town use, with the Town obtaining ownership and appropriate usage rights.

The redesigned water bill was discussed as another opportunity to provide residents with information about upcoming events, programs, and community assistance.

Next Steps

The Committee will continue developing its website recommendations and prepare a proposal for presentation to the Mayor and Council. The Committee also discussed continuing to meet periodically after the current projects are completed to address ongoing communication needs.

Adjournment: 8:08 p.m.

Chairman George Lodato thanked the committee members for their participation.

George Lodato

Committee Chairman

Jill Cranmer

Recording Secretary