**NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE**

**October 6, 2016**

**Minutes**

**Attending:** Rob Wood, Darla Hamlin, Katie Murphy, Rosemary Roy (Town Manager), Kathy Whittier

Rob Wood was elected chair; Kathy Whittier was elected secretary.

Minutes: Motion to accept minutes of the 7/15/16 Rob/Katie. Voted. Motion to accept minutes of the 9/2/16 Darla/Kathy. Voted.

Meeting time: The Select Board has requested that all committees meet in the evening to allow for maximum public involvement. The committee agreed to meet in the evening for the next four months then reevaluate based on the actual public involvement at those meetings. The committee feels that our original meeting time of 7:30 am on Friday mornings better serves the needs of committee members. We will begin meeting on the first Thursday of the month, 5:30-7:00 pm, at our November meeting, November 3. The place of the meeting is TBD.

New members: Do we have a short job description? This should include working with electronics, marketing, community outreach, wordsmithing. This job description should be posted on RFTH as well as private town lists, e.g., NYBA. RFTH has already been listing vacancies; it is difficult to add one job description. Rob will write up a blurb and send to Rosemary and members. Rosemary will check before releasing.

Streaming vs. video: Streaming costs us $200/month; vimeo $60/year/ We will continue with streaming through the end of the year.

Welcome committee: Diane Morrison isn’t interested in doing this right now. Melissa has the information for new residents. How can we present the information to newcomers? Deliver in person? Parks & Recreation has a booklet on its activities – should be prepare something similar for the town? How do we gather the materials and present? NYBA has produced an online business directory. We can list businesses on the town website without asking permission.

Candidate forum policy: This has to come from the Select Board and we will abide by it. Lots of towns/cities are holding candidate nights. The CAC is only involved with local candidates’ nights; others don’t have to go through the CAC. Educating and communicating is the job of the town. Rosemary: What do people need to know? Should there be equal time? The policy should also include encouraging nonpartisan policy for who/what comes to the town’s attention. Under what authority are other towns operating for these things?

Gateway signs: Rob has some examples. The current town gateways signs are only the Maine DOT posts. Things to consider: sightlines, vertical vs. horizontal, how big, copy on both sides. There was a discussion of state signs with town listings and how North (No., N) Yarmouth is treated. Have Cindy Guernsey design? Take pictures of other signs. Research posts. Other interesting alternatives?

New business for next meeting: Look at town website re: Cumberland/North Yarmouth Rec link. It is presented more pictorially on our site. Encourage the public to come to our site to look at Rec info. Anne Graham is the liaison with the Rec Department.

Rosemary: (1) She is in the process of going through cable franchise negotiations. She may involve a professional firm in this process. She is trying to find out where the bad connectivity and bad sound areas are in town. (2) She is also advocating for our own public access channel. She is also looking for feedback on last night’s meeting – this was Melissa’s first meeting as our video tech. They are still working on the sound, which has to be balanced. Melissa has been contracted as video technician. (3) A postcard will be going out by October 15 advertising the comprehensive plan survey, the election, and absentee ballots. The regular template will be used (who has this?). A sample will be sent around through email, then will go to the printer.

NEXT MEETING: THURSDAY, NOVEMBER 3, 5:30-7:00 pm, AT NYMS…