

## **NOTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE**

**January 5, 2017**

### **Minutes**

**Attending:** Rob Wood, Jay Fulton, Christian Edmondson, Katie Murphy, Anne Graham, Kathy Whittier

Minutes of previous meeting: Motion to approve: Katie/Jay. Voted. There was discussion of meeting times. Anne may have a problem with a morning meeting; Jay and Christian are ok.

Gateway signs: Katie provided samples of the changes we discussed. She added the town logo; the Start Here logo should be in a white field, according to the specs for usage provided with that logo. There are no colors specified for the town seal – it can be blue or green. Ask people about “The Town Where Others Began” and if this has any special meaning for people passing through. Relevance of message “Leaving North Yarmouth”? If our main audience for the signs is townspeople, instill/reinforce pride by using “The Town...” also add “Est. 1680” on the back. There was discussion of the rationale for text on the back of the sign. Next step is to text size by making mockup(s) and looking at it/them. The concept we are using was developed by Cloud Gehshan Associates of Philadelphia. We also need to study fasteners in terms of wind etc. One method would be an aluminum and wood sandwich for the sign material. Rob will pass on the CAC recommendations. We need to talk about how many locations once we know the price per sign; we may not recommend all locations. We could gather traffic statistics for most traveled roads in town. Other questions: How far above the ground will the bottom of the sign be (relative for snowplowing)? Depth to bury? Security for the signs (have been stolen in the past)?

Welcome bags: This project is still in the research phase for costs and vendors. Rob got stuff from EcoMaine; we also got some pens from Thad Day; there are magnets from CMP. MMA also has a bunch of stuff available.

Newsletter: Jay offered to help expedite missing articles. Rosemary is gathering articles; the deadline is still in state of flux. Town meeting will be held in April. Has the purpose for this newsletter changed? The end of January meeting for Wescustogo is not being held: The reason for the meeting then was to meet the deadline of early February for application to the Maine Bond Bank, but this isn't being done now. More discussion is needed with Rosemary about the newsletter process.

AV equipment: Specific equipment is on order so that people can better see what is going on at meetings. Melissa is our tech, and Marlee Baston is learning to be backup. Christian offered to help with tech stuff – he knows production equipment. Christian offered to sit down with Melissa and Marlee to figure out what we have – Rob will make this offer to Rosemary.

Practice or terminating Select Board recording: There was discussion of the fact that a meeting was terminated early to have a private discussion. This was still a public meeting; however, we are not legally bound to transmit sessions.

Town website CGI video: Cumberland County had videos made of towns in the county. Now the company that made the videos wants to have businesses pay more. The video was sponsored/authorized/requested by the county; we didn't sign up for it.

Next meeting: Thursday, February 2, 6:30 pm.