

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

September 8, 2017

Minutes

Attending: Rob Wood, Katie Murphy, Rosemary Roy, Debbie Grover, Christian Edmonson, Kathy Whittier. **Guest:** Bruce Bailey, Bailey Signs

Electronic signs (Bruce Bailey): He is submitting a proposal to put up an electronic sign in the triangle or possibly in front of F.O. Bailey (question of ownership of property where sign would be?). Or perhaps in actual center of town near Old Town House? (not enough traffic) In front of Fire/Rescue building? The town also owns a small piece of land at the corner of Routes 9 and 115 in front of Foggs (distance for remote control?). Questions: How permanent is the sign? What kind of electric feed is available? The signs use 110V, low wattage. Bailey will do a site survey and come back with recommendations. Signs are based on traffic speed not flow and can be one-, two-, or three-sided. Bailey Signs is a dealer for Watchfire Signs. LED lights replaced incandescent; mm measures distance between LED bulbs – lower mm measurements are sharper and easier to read based on the distance from the road. Bulbs are available in amber, red, or multi-colored. The signs are of modular construction, solid state. Boards can be changed out more easily based on original equipment for 15 years. Bruce has seen few problems with the signs and has never had a call for vandalism. LEDs don't like hot weather and can fail above 90-100 degrees. They are also built to exhaust heat above a certain range. Ribbon connectors are used connect circuits. Estimated life for the signs are 7-8 to 15-16 years depending on the boards used. All boards are made in China or Taiwan. No support is available from the manufacturer but all support comes from the local seller. The controller is software-driven by computer and broadband based – it can be operated like a cell phone from anywhere, but heavy security is also included. Bailey Signs includes site design and traffic count in its up-front work and asks for 5-8% downpayment with the bid. Rosemary recommended amber color; brightness can be increased or decreased. Bruce recommended full color, which is what people see better. Size of sign: Greely's sign is 49" x 7'3"; Poland's sign is 28" x unknown width. A 2' x 5' sign requires 16mm LEDs to put in color. This provides letters 3" to 3-1/2" high and about 5 lines of type (which is probably too much to read easily). One line of type is too few. The sign also needs some sort of base or material around it. Bailey Signs provides a full 1-year warranty; Watchfire provides a 5-year maintenance agreement starting in the second year. The cost is \$89/quarter for the five years, then in 3-year increments. This includes everything. A training program for the operator is also provided. The website Watchfire.com also provides a lot of information. The software is web-based and can also import graphics. The sign can be pre-programmed and can go to the cloud. The town will have to go through the ordinance process and check out what can be done for signs. What next? Rosemary will work with Bruce and also check out other companies and eventually come back to the committee with information. She will work with Bruce for design and pricing information. This will not go to the Select Board until it has been vetted through us. A realistic guestimate for what we want to do would be \$20,000-\$30,000. Poland spent \$27,000, but its sign is quite elaborate.

Election of officers: Christian Edmonson will take over as chair; Kathy Whittier will continue as secretary. We still need an alternate. Possibly Jay Fulton? Katie will check with Diane Morrison about possible other people. Rosemary will prepare a more complete job description.

Minutes of last meeting: OK as printed.

Gateway signs: The signs arrived when Rosemary was on vacation. Public Works said that the holes were on the wrong side, but they weren't. Posts were supposed to be in yesterday, with signs up next week. It

was suggested that the committee photo (needed) be taken by one of the signs. Rosemary will set up a time with Clark and let us know. Aim for 7:30-8:00 am.

Welcome bags: Rosemary ordered and received the bags in two sizes, smaller to hold the information and larger to provide a market bag. Information will be put into bags, folders, or envelopes inside the bags to organize the material. Parks and trails will have its own envelope, as will the ecoMaine materials, and the municipal material will have a folder. Rosemary went through the contents as they have been assembled. Material from Garbage to Garden is still needed. Katie redid the town history information, and also created templates to standardize a lot of the information with town and Start Here logos. Information from the town office uses the town seal. Rosemary ordered and has already received 150 of the larger bags and 50 of the smaller ones. There was discussion of the bag contents and concerns around duplication of efforts by the various folks/groups working on the project. There was a question of whether to move the program from the Town Office to the committees, but Rosemary/TO is always concerned about accuracy of information and the final authority releasing information. What happens now? Cheryl is taking over preparing the bags; once all of the contents are ready, she will make up 6 bags and contact Gaye, who will be coordinating the First Greeters for LWNy. More bags will be assembled as needed. Cheryl will also be compiling a list of new residents, who can check in at the Town Office or on the website. CAC will check in on the project down the road. If new material becomes available, it will be collected and reviewed at some point before adding it to the bag.

Next meeting: Friday, October 6, 7:30-8:45 at the Downstairs Meeting Room of the Town Office.