

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

October 6, 2017

Minutes

Attending: Christian Edmondson, Rob Wood, Katie Murphy, Peg Leonard, Kathy Whittier

Minutes of previous meeting: Motion to approve as printed: Rob/Peg. Voted.

OLD BUSINESS

Welcome signs: All signs are now up; the sign on 115 at the Yarmouth line will be moved a little further up the road next week. People have checked them.

Electronic sign: No new information from Rosemary. There was a discussion of whether we want/need an electronic sign citing character of the village and how a sign would fit and cost versus value. There was also the safety issue of distracted driving. What is CAC's responsibility for this sign? We need to take a look at Select Board minutes to check out the process.

Welcome bags: There has been lots of good feedback. The bags are now being delivered. Not sure if there are still bags left or if we need more assembled. Those delivering should push RFTH enrollment. The CAC should review contents at some future point.

NEW BUSINESS

Meeting with Select Board: We have been invited to attend the Select Board meeting on 10/17 (this has been changed to 11/7), one of two planned meetings with committees for support, feedback. The chairperson and/or representative should attend to report in. Christian will go; Rob will most likely also go. Should we bring up the electronic sign? There might be a chance for others to also bring it up. We will meet before this meeting and can discuss further.

New initiatives: (1) Katie noted that the website has been live for several years – should we revisit and assess? Peg noted that Debbie has other things to do and can't always spend extra time on the website. For example, the Start Here logo isn't used correctly according to the branding manual. Perhaps we need to check out analytics for usage and ask for web content/design/oversight to keep it fresh and consistent. We could offer to help out. (a) See if Debbie needs help and (b) find out if there is money available for 2-3 hours per month. (2) Annual Town Report: Katie is still waiting for updated information from Rosemary and Debbie. No publication date has been set yet. The recommendation was made that a deadline and publication date be set for next year's report ahead of time so that there will be consistent and timely communication. We recommend September 7 deadline for submissions for an October 15 publication date. Newsletters: Do we still publish on a schedule if there isn't anything important? Yes – we can still publish something, a day in the life, profiles, etc.

Next meeting: Friday, November 3, 7:30 am, Downstairs Meeting Room of Town Hall.