

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

August 29, 2014

Minutes

Attending: Alex Carr, Katie Murphy, Rob Wood, Rosemary Roy, Debbie Grover, Darla Hamlin, Donna Palmer, Kathy Whittier

Previous minutes: Reviewed and accepted. Darla/Donna. Voted.

OLD BUSINESS

Increase RFTH usage: Rob sent out a letter to boards and committees; the only response he received was "I'm already on it." We need information from Jess on how many people are receiving it now. Rosemary will be staffing a table at Fun Day to get information on (1) PDI survey, (2) 4H Food Bank, and (3) Email support. There will be a basket raffle for those who respond to all three with free entry. Darla noted that two people had been added to the Flag Committee from RFTH. Alex asked if everyone from the veterans' list was on RFTH. Darla noted that the veterans' list signup form included an email request. She also noted that requests to sign up can also be sent by organizations better than by the town. Katie noted that the Historical Society already has an email list; she will tap it for RFTH.

Postcard template: Do we have one? Our last discussion was not completed. Rosemary commented that instead of seasonal pictures, it might work better to add "Important Notice from the Town of North Yarmouth" in a different color where the photo would go in order to capture interest. Could we see a sample template with a sample message for the next meeting? There should be consistency with the town website. Rosemary: The message alone often isn't enough to differentiate – shouldn't there be another grabber? Katie noted that we have the print the back with the indicia anyway, so it would be easy enough to add some kind of grabber. Big postcards can be done fairly cheaply in 4C through Vista Print online. Darla: We shouldn't send too many postcards but should save for more important events. Rosemary: For example, the special town meeting in January. Donna: The recommendation is for four postcards per year, with the first announcing town report availability, which is due about now. Motion: Use the upcoming postcard announcing the town report as a test. If we get responses, then make changes. Donna/Rob. Voted.

Letterhead: Katie sent around samples of the final in all blue and black and blue. Rosemary: The town seal has a double black ring around it and is official; the seal in the meeting room done by Cumberland County also has the rings, and the county considers this our official seal. So, (1) put the tagline under the printer material, not under logo, and (2) add ring around seal. Katie will do another round before printing for approval by town manager. The BOS was focused on the color of the logo. Black is more professional for printed text.

Budget: We currently have no budget. Postcards: Because this was discussed last year, the costs were incorporated into the postage account, so we don't need to worry about it. Darla: We gave cost estimates to the town manager in the past and they were incorporated into the town budget. It should also be publicized what we pay Jess and Donna for work on the website and RFTH. Figures and samples are needed – do we have anything from the past? We pay Jess from the Technology account; advertising comes under a separate line item. We need a budget. Rosemary will give a form to all committees asking for line item and justification. With our goals and objectives list, there should also be costs. Rosemary will be doing a simplified chart of documents, and we will get information after she has done her work.

Ancillary note: Rosemary noted that we need some "welcome to town" signs. Katie noted that everyone should see what other towns are doing, take pictures, and circulate. Rosemary thought we should highlight "the town where others began."

NEW BUSINESS

Rosemary: (1) On the website, we need to get out information on what PDI is doing in terms of economic development, structural changes, Wescustogo, and the school. Debbie is working on a website page with links to the two PDI PowerPoints, revised contract (schedule), PDI meetings with the business association and the Historical Society. People not signed up for RFTH will go to the website, so there should be a key post icon

in two spots on the front page. We could take out Breaking News (on RFTH) and add, for example, (A) taxes and online services –OR- use for PDI information –OR- shorten the About North Yarmouth section or move to another page. OR we could add (B) what's going on with town development. Debbie will have Caitlin call other Cumberland County towns and find out what vendors are used for websites and the cost. Some use Virtual Town Hall; Debbie liked using Outlook. Katie noted that a quick fix for both of these suggestions would be to add buttons, and also add a button for RFTH. Rosemary noted that we should be sure that the most recent stuff is always on the front page. Things like town safety issues and the school vote go on the website. Alex asked if there was a banner option available -- this is available with Virtual Town Hall.

PDI: Information will be communicated; the contract will go through January and information is supposed to be available in November. The ad hoc committee is meeting possibly next week. Alex noted that the PDI stuff is very important for the next few months – can it go on RFTH? The information is incremental and gives input from a lot of different sources. Could this be sent in a separate email to RFTH people? Rosemary noted that we should be careful that we are sending what people have asked for. Can we include PDI link in RFTH? Debbie noted that in IContact, a link can be embedded to go to all of the economic information created by Debbie on the website: the original presentation, PowerPoints, schedule, and meetings with staff. It would be nice if we could link to the PDI website – contractually they are supposed to be good communicators. Some work might need to be done to make reports more user friendly. The town needs to be informed, even if things are in state of flux.

Next meeting: Friday, September 26, 7:30 am, Downstairs Meeting Room.

Approved as printed 10/24/2014