

## COMMUNICATIONS SUBCOMMITTEE

7/18/14 Meeting

### Minutes

**Attending:** Darla, Donna, Debbie, Rosemary, Rob, Jess, Kathy.

Debbie brought and shared a welcome packet.

Minutes: Motion to accept minutes of 6/13/14 meeting for posting. Voted.

### OLD BUSINESS

1. Increase RFTH usage: Emails for town committee members need to be checked against distribution; a note should be sent if people are not already receiving. Rob has an Excel list from Debbie. Who keeps the list? Jess maintains IContact list updated from the list on the front counter at the TO. IContact will ID duplicates. Darla: We could send a letter to committees asking people to sign up and let IContact find the dupes. Rob: Send a letter telling them they are being included. But, (Darla) make sure they know they can opt out and that opt in is also an option. Rob will revisit the note he has written to be sure it's opt in; it will also have people go to the website to sign up. Rosemary noted that if people are elected by statute, information is public; if on a committee, that would be an automatic opt in. Send note to people that they will be signed up to receive RFTH with the option to opt out. Email could read: The Communications Committee would like you to receive RFTH. Please go to the town website to sign up.
2. Welcome packets: They do exist and Debbie maintains them. Be sure to add any new stuff. Darla: (1) Name local veterans' organizations that people can join – American Legion in Yarmouth and Gray and Amvets. There is a new organization in the planning stages, the Veterans Park Memorial Committee – the contact person is Thad Day. (2) A list of volunteer opportunities available, such as Fire Rescue – this is an important part of North Yarmouth's identity. (3) Meet the staff – include blurbs on town staff people. (4) Site map for website – guide to website – highlights. (5) Let longtime residents know there is a packet of information available through RFTH. Readership for RFTH now at 500+. For packets, make announcement at BOS meetings, town meetings, Channel 2 that people don't have to be new to town to get info packet. (6) Rob: Directory of North Yarmouth business group. However, a lot of businesses don't belong to the association, so we could include a note or postcard to check out website for list. Donna noted that there is a lot of stuff on the website About Our Town. (7) Historical Society.
3. Postcard template: The comment was made that more message space is needed on template #2. Darla noted that there is a lot of white space on #2 because we usually only have one information item. Should we have more template styles available? Would the same one be noticed if it was used for everything? We could put small photos on the borders that would change with the seasons. Jess noted that we could use stock photos for higher resolution (should be 300 or 600 dpi). Possibly two or three formats? Make sure that staff and town manager have an original logo for use. We need to discuss this further – Donna and Jess with continue to work with this and bring back to circulate among the committee. Rosemary: She wants to institute a quarterly newsletter to residents (she is in discussion with Steve). The town has a bulk rate permit. There are about 3100 registered voters and 500+ on RFTH. This could be black and white, printed on colored paper, 2 pages, front and back. The postcard is more specific – we could use both the newsletter and postcards for specific events/topics.
4. Planning Decisions: Should be we offering to work with them or the subcommittee? So far, they are taking responsibility for communication. Rosemary didn't hear this but will be meeting with them next week. All committees need to work together. She will update us at the next meeting.
5. Website and Boston Post Cane process: Darla and Rosemary have taken care of this. It's in Donna's inbox; she will take care of putting on website. They are still looking for the original.
6. Letterhead: This has been approved and will be ordered in blue on white. Katie needs to get Rosemary and Debbie an original e-version of the file. The info line at the bottom should be removed. There will be a final check before printing. Envelopes: Put logo on envelope. Order through Quill.
7. Budget formation: We submitted a proposed budget the first year; should we add other things the town does to the budget? Rosemary: She will be meeting with all committees. Postage has been

moved to admin/supplies (should be only one account). We should have parameters for the work we do. If there was no Communications Committee, the work would fall under Admin.

#### NEW BUSINESS

1. Annual report: Should be out in August. Material is due to Katie by the end of July, but very few (except Rob) have gotten their reports in so far. A postcard is definitely needed for the Annual Report because people don't understand the change in the charter. Postcard should be ready to mail by 8/29. Date to printer as of now is 8/15; available in office 8/29. The postcard should ask people to call if they want a report sent to them.
2. Town Manager ongoing input: We are responsible to the BOS, but now we have a TM. Does this change our reporting process? No – we are still responsible to the BOS. Either Debbie or Rosemary will make our meetings. Rosemary noted that the TM will definitely be involved.
3. Next meeting: Friday, August 29, 7:30 am. On the agenda: Garbage to Garden (which can reappear on RFTH).