

NORTH YARMOUTH COMMUNICATIONS SUBCOMMITTEE

June 13, 2014

Minutes

Attending: Katie Murphy, Jess Whited, Donna Palmer, Rob Wood, Darla Hamlin, Kathy Whittier

Minutes of previous meeting: Motion to accept as printed. Darla/Katie. Voted. The May minutes will be sent to Debbie for posting to the town website.

OLD BUSINESS

1. RFTH: Rob started working on getting email addresses for town committee members to add them to the RFTH database. He worked with Donna, send info to Steve, and yesterday to Debbie. She will send RFTH to town committee members. This will be reviewed when committees change, e.g., the Recreation Commission will be merging with the Bike & Walkways Committee. On the RFTH, this is not linked to the website; there is direct signup with opt out. Rob will follow up with Debbie.
2. "Welcome packet" from the town office: In the past Candy Burgess got brochures together. For the next meeting, Darla will see if this still exists. If there is enough help in the town office who are able to be proactive on this, perhaps we could do it again, but right now the town office is understaffed and doesn't need any additional work.
3. Postcard template: a) The final template is supposed to come from Ashley to Katie (Darla requested today) with the final final front and back. This will be set up in Word. This will be done next week and sent to the committee for review. b) Costs: Based on two mailings, 1500 copies through Curry cost about \$280 for printing and \$260 for mailing (total \$540). This price could be reduced if we can use Vista Print. Xpress Copy gave us a \$400 quote (for printing). Curry has sales in March/April on printing (Xpress Copy does also). If we make a commitment with any printer locally to do 4 postcards/year, we might get a better price. Xpress Copy can also mail – we should look into this. However, its indicia comes from Scarborough, so it might take longer in the mail than mailing in Yarmouth. We can afford to spend for mailing service, BUT it does need to be timely. We also need to work on the approval process. Target Marketing and Mailings Unlimited are mail houses that can handle this type of thing. Donna can call Target Marketing for information when a pdf template is available. Or we can use the existing postcard and bid sheet and get information from Target Marketing, Xpress Copy, Mailings Unlimited, and Curry for printing and mailing 1500 copies. We can also ask each of these vendors for advice.

NEW BUSINESS

1. Soliciting information from town based on the 6/11/14 meeting: A group is to be formed within three months to start working on the process of making adjustments to the comprehensive plan. This time it should be linked to a survey form. The Communications Committee should be proactive in offering to help with this process. The Selectmen are choosing the committee (is this from those attending the 6/11 meeting?). Darla noted that the committee should be formed first, then we can see what's going on before offering to help. The consultant (Planning Decisions) for the town has undoubtedly done this before, but we should be sure the consultant knows that we are available as a resource. There was a question about what was in the contract – what are they supposed to be doing for the town? There was discussion about charette planning, where a problem is posed with a deadline and people work until the last second. This gets people to super focus for a certain period of time (e.g., two days) and really arrive at a solution. Information from the October meeting was sent to Planning Decisions. Darla will tell the board that we are a resource and to please actively let whoever is involved know this. Note: As a committee, we support Katie's idea of using charettes to get information.
2. Town report: Do we need to send out a postcard for this? There will be electronic copies and some printed copies. Information is due 7/28, with the report printed and distributed August/September. We could send our first postcard using the new template for this. It would need to be in mailboxes one week before the distribution date (get this from Debbie). We need to check and see what money is available (how much is in the Time-Warner account?); also include TV etc. costs plus web work.

3. Going forward: New policies – our responsibility is to see that new policies are posted. There is a new policy regarding the eligibility etc. for the Boston Post Cane – people are referred to the website, but the policy isn't there yet. Donna will take care of this.
4. Letterhead: To go to Town Manager and Board for approval at the next Board meeting.
5. RFTH bimonthly: How might we deal with something urgent that comes up in between regular RFTH dates? Use email to Communications Committee, Town Manager, and others. In our bylaws, we can meet via email to make decisions. Darla noted that we should use a standard phrase in the subject line of emails so that people would know to respond immediately. "Urgent Communication" will be used.
6. Next meeting: Friday, 7/18/14, 7:30 am, at the Downstairs Meeting Room of the Town Office.