

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

November 20, 2015

Minutes

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

Minutes of previous meeting: Motion to approve as printed. Darla/Katie. Voted.

Review of Time Warner situation: Debbie noted that it has improved. She received an email about statewide issues with Time Warner. Darla noted that Vimeo also had problems with the October meeting. How can we know if there are issues going on? We will be doing live streaming probably by our next meeting. Our equipment is archaic, but with live streaming, the quality of the broadcast can be monitored while it is happening. People text during meetings when there are issues. People do use the Vimeo – one meeting in October had about 1000 hits. Melissa is now the tech, but we will be getting a new one. It's hard to find a good tech who only wants to work 2-3 hours every other week. The first priority is BOS meetings, then Planning Board (which may not be live streamed). With the 5 second delay, we can't monitor here for quality, so we should have a designated person to monitor and text. Perhaps Rose Napolitano? Jeanne asked if home equipment mattered. No. Donna noted that there were just two meetings with no sound. Do we have money in the budget to hire a good video tech? How about money to upgrade equipment? Is the Time Warner money already allocated? Recommendation: The Communications Committee could research equipment costs. One source Headlight Audio. The Channel 2 people have been a helpful resource. Mike Crosby@cumberlandmaine has been a good resource in the past; also Kelvin Haash. AVIT at Greely hasn't been helpful. Reach out the PATHS? We have been advertising for a video person in RFTH. How do we frame a solution to the problem? Rob and Darla will work on researching equipment and costs and report back at the December meeting. They will need specs for the equipment (read off equipment); ours is from around 2007. Rosemary noted that Town Hall Streams will rent us equipment to stream meetings on computers or iphones. This is similar to Vimeo where you pick a town then choose the meeting. Rent is \$200/month for three regular meetings at the town office. If there is a temporary bump in the number of meetings, the rent stays the same; if number stays higher, rent increases. Bill in Cumberland didn't buy equipment. Town Hall Streams is coming Monday 11/23 to set us up for free service until 1/1/16. Alex would like to see all meetings etc streamed; we will still need a person to run equipment; advertising in RFTH, web, etc. We had to rent equipment for the October meetings. All of this is a learning experience. Do we need new equipment? (Deb) Rosemary: We need to update and add some equipment. This room isn't set up correctly either. We need to use more standing cameras and catch people talking. Reserve funds are pretty healthy right now, and renovations to this room might be ok. Darla noted that as the Communications Committee, we need to be aware of issues, help employees, and make recommendations.

Review of social media recommendations: Deb attended Dos and Don'ts for social media training 11/17 as well as Nancy Marshall training. The town has to do social media – there is no choice. Ellsworth is a good model of Nancy Marshall. Graphics are key. The town now has Instagram and Twitter accounts, but images aren't sent, only links to images. Darla uses Hootsuite. Meetings can also be streamed through YouTube – just need to set up YouTube account. Right now, RFTH has 622 subscribers; Facebook 524 followers (last year 299). Fire Department Facebook 830 followers (last year 379), Events Committee 322 followers, Parks & Rec 126 followers. Debbie shares with these committees. The Veterans' Committee has a page, which should be more separate from the town because it is a corporation, not town organization. Debbie will firm up the posting policy; she is also doing direct links to Vimeo. Deb will send us the posting policy. Average number of views about 100 per meeting on Vimeo. As of mid-October, there were 30 Twitter and 17 Instagram followers. The Fire Rescue Department now also has Twitter and Instagram. Donna: How much time does keeping track of social media take and when does it happen? Debbie should track her time – the social media, videographer, and website work could probably keep a person busy 30-40 hours per week. There are daily updates to the website. Deb has been moving work to Stacy, and there is now a separate tablet for all this work. The need for another person is coming. For future budgets, it is important to track all time spent on all media – Debbie and anyone else in the town office, Donna and Jess as well.

Website: Deb demonstrated where it is. Dates to go live: 12 weeks from now to migrate information and merge – 2/11/16. Training will start the week of 2/4. Deadline for content on existing site that will migrate 1/28. Agendas won't be pulled over, only minutes from calendar years 2013-2015. Send out an email after Thanksgiving to everyone about the submissions process – deadline for this 12/31. Ask question also about whether people want everything moved over – this information is needed before the deadline. Debbie's goal is to meet or break the go-live date. There was discussion of the photos on the site. Design can be tweaked after launch. There has been a lot of discussion of the Start Here brand – documentation, policies, use. Maybe Communications Committee can do a program to get information, feedback, dialogue. Darla questioned the functionality of the website – people need to be able to access things quickly. During the week of training all boards and committees will have contact information and be able to access the training session. CGI: When the county video is completed, there will be a front page link to it – another piece on the home page.

New Business

11/18 workshop and possible communication needs: Is there anything for us to do in the next month? Only action – the town attorney has asked the Grange Association active in 1997 to reactivate to discuss questions raised. Katie: Who is this? Who are members? Directors? All members? If the Grange Association is to be reactivated, who are these people? Known members: Linc Merrill, Clark Baston, Blaine Barter; others not known. Whose responsibility is it to pull this together? Grange or town? The decision needs to be made about where to build. Because the property was donated to the town, the town has to go back to the original people, then go through the Secretary of State to reconstitute themselves, then reconvene. They will need to decide a lot of stuff. Copies of the PowerPoint from 11/18 to the board. Donna: Who is taking the responsibility for reconstituting the committee? What is the committee going to recommend? The BOS will be getting people in motion; Rosemary noted that hopefully stuff will be sorted out by the end of December. Hopefully the town and the Wescustogo committee would work together. The meeting of 3 Wescustogo committee members with 2 selectmen decided by a vote to go with the school location by a 4-1 vote, but this never came to the BOS for a final vote. Wescustogo committee members have not been named or renewed for 2016 yet. The committee hasn't been dissolved, but it does need to reconvene to approve the minutes of the 6/24/15 meeting, which was the meeting where the vote was taken to incorporate the grange into the school.

Agenda items for next meeting:

- Rob & Darla's report

- Feedback on printed newsletter and ultimate cost

- Can we ask for more newsletters? Yes – produce in house in black & white perhaps.

Jeanne: Who are we missing by putting so much emphasis on social media? Don't we reach more people with printed newsletters? Not necessarily – people throw in recycling, e.g. We have to use multiple channels. The BOS didn't approve the four newsletters we asked for, only one, which they agreed to because they didn't want to spend money to print town reports. The BOS has given the committee a charge to communicate but won't spend money to make it happen – mixed message. Jeanne's dream vision: Collaborate with MSAD 51 to get a radio station at the school with kids working on it; 3-4 hours per day to get out info, news, music.

Next meeting: Friday, December 18, 7:30 am, Downstairs Meeting Room.