

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

April 15, 2016

Minutes

Attending: Rob Wood, Katie Murphy, Jeanne Chadbourne, Donna Palmer, Rosemary Roy, Kathy Whittier

Minutes of previous meeting: OK as printed. Katie/Rob. Voted.

OLD BUSINESS

Live streaming – 3-month review: The numbers of people accessing live streaming are really low. Is this an education or interest issue? The cost is \$200/month. VOD: goes up instantly; watch later. VIMEO: goes up the next day; numbers are steady throughout the year. Usage peaks when there is a subject or an issue for Planning Board or BOS. The Planning Board has been doing some critical work. Motion: Recommend dropping live streaming in June. Katie/Donna. Voted. It seems that newsletters and postcards more effective in reaching larger numbers of town residents.

Analytics: Instagram and Twitter for the town only. There has been a good increase in Facebook, RFTH since October 2015. Events Committee has its own Facebook page. Numbers in the analytics could be the same people on different pages. Fire/Rescue attracts folks from other towns. Big thanks to Debbie for all the work she does on social media. She now has a tablet for use in town postings. The analytics reports are experimental for the next few months. Users per page can be skewed by one person. What is bounce rate? Someone who logs onto a home page and goes right off – this isn't necessarily bad. We need to know where people go on the site. We would like to see graphs again for next month. We would also like to find a way to find out what pages people go to. Jeanne asked what the total usage numbers for all types of communication, including technologies. Rosemary will find a number. Q: Are we getting the most bang for our buck in reaching all folks in town or as many as possible? This year's budget seems to meet more needs.

NEW BUSINESS

Informational road signs: We have some information from Cumberland. How many posts? How many signs? We decide the number and locations of signs, the basic messages, including pricing, and recommend to BOS. There may be some funds in municipal buildings and grounds account. Details are needed for BOS. We would present to the board as a Communications Committee recommendation. Are there numbers available for where people in town go? We could figure out anecdotally. We don't have any particular dates for doing this project. About one-third of the time the sign posts are vacant. Rob will prepare a list of possible sites and send to the committee along with suggested signage. One key location, intersection of Routes 9 and 115 now has a business sign. Is this on town property? We need to look at signage requirements in town ordinances, and possibly get the Planning Board involved. Possibly propose to the BOS around July 1. Start small with request.

Newsletter: What goes into this issue? Aging in Place (Mary Beth Stewart handling for North Yarmouth), possible promote a group in North Yarmouth. Article on TIFs and contract zoning. We need to email all town groups and department heads for info (Debbie, Greg, Ryan, Clark). We are the editors. In future reach out to veterans, Historical Society, etc. Use RFTH list to reach out for articles.

Target date in mail: week of 6/6

Printer production complete: 5/31

Design production complete: 5/23

Editorial production complete: 5/9

Article due date: 5/2

Candidates' Night: Thursday, June 2; BOS should approve this. Rosemary and Debbie will advertise. The last date for filing nomination papers is 4/28 – we should wait to announce Candidates' Night until week of 5/1. Communications Committee will be heading this up again; we will get final list of candidates and contact people. We will also need to work on the format, questions, etc. for the night. Should we use the timer?

Next meeting: May 20, 7:30 am. [ed. note: Meeting was called for Friday, May 6, 7:30 am to discuss and plan Candidates' Night]