

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

August 14, 2015

Minutes

Attending: Rob Wood, Darla Hamlin, Donna Palmer, Kathy Whittier. Steve Palmer, Visitor

Absent: Katie Murphy, Alex Carr, Rosemary Roy

Minutes of June meeting: Accepted as printed.

Web page: This has been transferred to the Virtual Town Hall software and is almost done – the remaining work is tweaking the colors. The calendar will be on the front page with buttons for committees and multiple ways to move around the site. The site map is in process of being completed. The webmaster will be VTH. As administrators, Donna and Debbie have control of the whole site; others will have control of their sections. Donna questioned management of stylistic continuity. Will there be an alert when new copy is posted? Should this issue be revisited in November? For the first six months, any complaints or feedback should be funneled through the Communications Committee. Donna will bring information for the first review.

Steve: Q: How would the Communications Committee strategize concerning the referendum questions so that people don't get polarized on two sides? The Communications Committee should have a strategy to get the word out to townsfolk evenly. Find out questions that the town needs to have answered so that we all are informed. Can we do this? What are the specific questions? We need an understandable format. A: We should be using only established vehicles such as RFTH and the web page. We need to vet all possible questions to that a presentation becomes factual and not emotional. The public needs to be at ease. For example, How will our taxes be affected? Discuss the reliability of septic systems. We need to create a list of questions. Vetting both sides? Try to be as neutral as possible. But why do we have to treat a grassroots committee the same as the BOS? The EDSC voted unanimously to support 2A – should we do this? Our job is to facilitate communication from the BOS to the town; we should be educating on 2A in our role as supporting the BOS. A possible format: come up with questions, give to the BOS to answer, publish answers online and through direct mail. How do we get the questions? From second public hearing, from BOS. The board will be working to determine how to set up public meetings. Do we want to reach out to EDSC, which is putting together a visual image of the school?

Candidates' Night review: Candidates' Night will be held on Monday, September 14, 7:00 pm, Town Office Meeting Room; the election for the selectman's abbreviated term will be Monday, September 21. This will be completed in time for the Forecaster deadline of Tuesday noon. Rob isn't available either Monday or Tuesday; Darla could moderate. Check in VIMEO. Donna will check for previous questions and draft a list, to which we can add. This list will be confidential. Steve suggested a question: Should the BOS take a position on the MSAD 51 school budget? Another: Should the town be concerned about economic development? Why or why not?

Outline: Candidates' statements (2 min each)

Organized questions, followup questions

Audience questions

Closing statements

Print questions for audience? Review process after session. Rob will call the Forecaster to confirm the deadline.

Town seal/copyright: We can register nationally for \$375. A written recommendation from the Communications Committee would complete this task. The new Start Here logo hasn't been pushed out to the public yet; Rosemary is waiting for this answer. Motion: Do not spend \$375. Darla/Donna. Voted.

Annual report: This will come out in September to include accurate year-end figures. Rob recommended that the town print enough copies to mail out so that townspeople know what's going on and we have an image. We printed 300 copies last year, with about 50-60 copies left over. There is a letter from Steve in the report about 2A. We could also hand deliver town reports; there are interested citizens all over town who would help

with this. This would also bring positive press. Motion: Recommend that the town do a complete printing and we will take charge of delivering to homes. Rob/Donna. Voted.

Broadcast equipment: There have been two incidents of broadcast problems. Do we need to make fixing this a priority, a recommendation to BOS? Donna researched the two incidents of audio failure – this was a Time Warner problem. Rosemary may have different ideas – table until our next meeting. Steve (for Alex): Does the Communications Committee think that the BOS should cancel a meeting if live broadcast isn't available? Response: We don't understand the question. Rob: The Communications Committee supports live broadcast. Steve: The BOS meets regardless; we aren't obligated to provide live broadcast. We should ask Rosemary to come to our next meeting and talk about Channel 2.

Darla showed us the winning T-shirt for Fun Day using the Start Here logo.

Next meetings: Friday, September 11, 7:30 am for Candidates' Night
Friday, September 18, 7:30 am regular meeting