

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

June 19, 2015

Minutes

Attending: Darla Hamlin, Donna Palmer, Rob Wood, Kathy Whittier, Alex Carr, Rosemary Roy

Minutes of the 5/15 meeting were approved as printed. Rob/Kathy. Voted.

Communications and social media policy: The draft copy was reviewed; Rosemary noted that it came from MMA sources. Motion to accept and recommend to the Board of Selectmen for adoption: Donna/Darla. Discussion: It was noted that this policy focuses on employees' use of social media; there is more information on this in the personnel policies; however, Rosemary will be sure that personnel policies mirror this. Rob asked who/what would be the "Town's designee"? It could be Debbie, the content editor of the website, Communications Committee, but there doesn't have to be a formal appointment. Motion approved.

Web page update: The internal committee (Darla, Katie, Brian Sites, Debbie, Rosemary, Audrey absent) met with Virtual Town Hall for options on the home page. They looked at sites for Kennebunk (attractive) and one in New Hampshire. VTH has sent samples, and Rosemary returned more ideas to them. They are discussing putting both the town seal and the Start Here logo on the home page, perhaps with the seal in the background behind "Town of North Yarmouth." There has been discussion about the colors to use – there is a problem reconciling the dark blue town seal and the Start Here greens. Brown is used for the tabs, showing background pictures (e.g., Skyline Farm). Rosemary will send the last ideas next week. Darla: Could Cindy Guernsey help with the colors? Ans: The problem is with how the colors are incorporated, not how they are used. Rosemary is trying to get options together before the group meets again. The start date for the revamped website will probably be later than 7/1. All of this work is included in the flat fee we pay for setup.

Question: Who has access? There are two main users: One can access everything (except basic template) – Debbie is one of these users. The second main user is Donna. After that, it will break down into Communications Committee, Parks & Recreation, Flag Committee (Darla), etc. Regarding the editor: Darla noted that there should be guidelines for what can be changed – typos, etc., not content. Minutes should be approved and any corrections made before posting. Kathy offered proofreading backup. Rob asked if there would be a position for someone to maintain the quality of the webpage. Rosemary will propose this from the technology funds. What is Jess's role in the future? He is paid to do graphics for RFTH; Donna handles to content as a volunteer. When the website home page is set, it will have a subscribe button for RFTH; the program will automatically send to RFTH subscriber list, then IContact will connect to the list. VTH does have the ability to send out announcements to everyone signed up; it could do RFTH as well, but first we need to figure out how it all works.

Facebook: Not still an issue (see policy discussion). Debbie provides usage data.

Candidates' night: Seemed to go well. There was a little trouble getting initial cues and volume straightened out. Rosemary would recommend that another time this should be organized and moderated by the Communications Committee as part of public communication. There should be more focus on things like candidate background, etc. Donna included bios from Stoddard and Thompson on RFTH. What is the policy for declared write-ins? State law says that only declared write-ins need to be included. Jeanne Chadbourne and Sandra Falsey did declare. There will be an election sometime in September or October; the BOS will set the date next week. Candidates' Night should take place about two weeks before that election. VIMEO, website, etc. should all be involved. For our meeting agenda: How should this be organized? Questions need to be formulated, etc.

Logo/town seal usage: This policy was voted by the BOS but not yet distributed. The copyright information needs to be verified. Can we trademark the logo? Possibly check with Brenda Bacall, who is a trademark attorney. North Yarmouth Business Association: Its logo can be used by all businesses even if they aren't members of this association; the usage decision can't be made by NYBA. The "Start Here" is our brand/slogan. This could change in five year, e.g. The town seal is different. There is no problem with NYBA announcing that they are using it; our job isn't to police usage.

Time Warner and public access channel: Rob spoke with Time Warner, who wants people to buy a box for \$3.99, but this does not constitute free access. We take the Time Warner technology money, but we have no say. The franchise access fee is what's sent to local towns, but not all of it. Local access moved from analog (lower numbered) channels to digital channel 1278, so people need the box. When this is sorted out, a report will go in RFTH.

NEW BUSINESS

Committee assignments: The BOS is assigning folks to committees and needs applications from all interested in serving. The Communications Committee is comprised of all one-year terms, so this has to be done annually. A note will go in RFTH this week seeking applications for folks interested in serving on all committees. Rosemary needs to check with Melissa, who is handling this. Alex noted that last year the process was very haphazard, so the BOS is trying to clean it up. Darla asked if some committees could be longer than one-year assignments.

July agenda suggestions:

Candidates' night (ed. note: date is 9/21)

Can we buy new microphones (e.g., lapel mikes)? Camera? Rosemary will check.

Next meeting: Friday, July 17, 7:30 am.