

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

May 15, 2015

Minutes

Attending: Katie Murphy, Alex Carr, Rob Wood, Rosemary Roy, Kathy Whittier

Previous meeting minutes: Approve as printed. Rob/Katie. Voted.

Branding: This project was complete this Tuesday. Information is available; have the uses been specified? There is a logo and a tagline "Start here – North Yarmouth." The town seal is not being used; they are thinking in more forward and business-oriented terms. It will be used for events – the Events Committee will use it for Funday this year. A manual is being created and will be available online for size and use requirements. Cindy Guernsey has done a good job with this.

Web page development: The contract has been signed to move to Virtual Town Hall. The tentative date of May 26 has been set to look at design through a webinar of about 45 minutes by Rosemary, Debbie, 1 or 2 from Communications Committee, Audrey Lones from EDSC, and Brian Sites from Parks and Recreation. The branding will be incorporated into the front page. This group will produce one or two samples then bring back to the Communications Committee after approval. Katie and perhaps Alex expressed interest in participating; ease of access was also cited as a concern.

TV broadcasting: (1) Note: The local access channel is not available to town subscribers of basic cable – they are asked to purchase a box to get it. Rosemary will check with Time Warner on this and post an answer if there is one. People in the town periphery are having issues. (2) Broadcasting wasn't working for a while. Selectmen's meetings need to be covered. There has been trouble with the audio – Paul and Melissa have been troubleshooting. Time Warner doesn't get back very quickly to requests. There were a lot of repeats, so TWC finally figured out that the solution was in rewiring the boxes. The equipment is old; if we move to the school, the all of the equipment needs to be assessed so that we can make necessary changes. At that point, we could also think about video streaming. There are some very reasonable choices for this (e.g., VTH); it can be available for around \$200/month but equipment has to be purchased. The design now is for fixed cameras, which is ok. We can fix any problems if there are no plans for the future.

Media policy: Rosemary met with Alex. New from MMA – cyberinsurance (no cost, added to existing policy). There have been concerns about Facebook and what people post. MMA also has a communications policy for social media, etc. Rosemary combined this with our existing policy. She spoke with Steve because the policy eventually has to go to the BOS. This policy addresses at the top level what to do, but doesn't talk about tasks or who does what. Rob asked what the next step would be. Who handles the website now? Debbie does most of the work; Melissa posts minutes and agendas; Donna handles RFTH. The new website needs standards: Committees can upload directly with a password; they can decide who the go-to person will be for that committee. Katie: Who gets the updates for the town website for overview? Rosemary: There should be some kind of log (on VTH) for bad links. Is there a volunteer willing to look at material? Monthly? Quarterly? The office staff is now transcribing minutes from recorded sessions for the Planning Board and Board of Selectmen – this adds duties for additional hours. Rosemary will send the policy to all – people will send changes or suggestions to Kathy, who will compile and send to Rosemary. Next up: The corrected document will be sent to the BOS for vote. Then we can talk about tasks and responsibilities when VTH is online and set up general practices (not policy). If this comes from the Manager's office as an internal policy, it can be adjusted as needed.

Candidates' night: This will be held Wednesday, May 20, 7:00-8:30 pm. There are two BOS candidates and 1 School Board. Harold Stoddard and Keith Thompson have taken out papers. Paul Napolitano is setting this up and will moderate. The earliest time that Clark Whittier's open seat can be advertised is 90 days after his resignation date. In the meantime, the board will run one short. There will have to be an election in September; there cannot be an appointee for this slot. There will be a referendum vote in November. Jeanne Chadbourne didn't take out papers but is considering a write-in campaign. According to the state, people have to declare if they are write-ins. Candidates' night will be televised, will be announced on the website, and will be on Facebook (Debbie will do this).

Alex noted that there needs to be a place on the website where cancelled or postponed meetings are announced so that people aren't looking for missing minutes. Kathy will let Debbie know when there is no Communications meeting. We will keep to the first or third Friday of the month to mesh with BOS.

All one-year terms will be up next month. The BOS wants to open the process up for volunteers first, then ask the current committee to serve.

Next meeting: Friday, June 19, 7:30 am, at the Downstairs Meeting Room.