

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

March 19, 2015

Minutes

Attending: Rob Wood, Katie Murphy, Donna Palmer, Kathy Whittier

Branding: Cindy Guernsey has been hired to create a “Start Here” brand for the Recreation Committee that talks a lot about the future of the town. Brian Sites presented to the BOS on Tuesday, 3/17; this went well and around \$2600 was approved for this branding.

Budget: The \$8000 budget number allows for one newsletter in addition to the annual report (which isn't in our budget). Is this ok? The number of subscribers to RFTH has gone from about 300 to 572 over five years. The \$5500 figure was allowing for uncertainty in the success of the newsletter.

Communication policy: This was sent out; please review and make recommendations.

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