

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

January 9, 2015

Minutes

Attending: Darla Hamlin, Donna Palmer, Katie Murphy, Alex Carr, Jess Whited, Rob Wood, Kathy Whittier.

Minutes of the previous meeting: Motion to accept as printed. Katie/Donna. Voted.

Charge: This was accepted by the Board of Selectmen as written. No budget implications were discussed. The only issues that might arise might be internal support for activities and any salary or worker time involved.

Templates: The samples of letterhead we got from Rosemary don't match our final versions. Katie will send Rosemary the templates in Word format so there will be no issues with a pdf maker and let her know that this is what should be used. Our version was approved by BOS.

Postcard etc.: Donna felt that there were too many "North Yarmouths." It was also noted that the slogan ("Town where others began") should be the same in all formats – Facebook, website, postcard, letterhead are all in different fonts. Jess will send new samples; Katie will send Jess information on all fonts used.

Letterhead takes about a week to print.

Budget: Our FY16 request looked ok to Rosemary. For FY15 projects, she will find us money. The fiscal year goes from July 1- June 30. The blue welcome signs are not in our budget, but these could be incorporated into other signage down the road. There was a brief discussion of electronic signs – this could be a point for discussion later.

Newsletter: Donna sent out samples so that we would have something to look at. She set it up as a four-page self-mailer with the mail panel on the back. It was noted that at final layout form there should also be an e-version available. What about mobile and pdf formats? Jess noted that it could be moved to a different host. Newsletter is proposed to be quarterly with the first issue in March and the Town Report as the second issue.

Contents: Notes from Town Manager. Committee updates (Alex). What does the town do? What's changed? (Rob) What's going to be happening? (Kathy) For example, the Flag Committee has purchased new flags (Darla), but they wouldn't necessarily have information every quarter. Q: How hard is it to get information? Donna noted that for RFTH, she would send out reminder notices to heads of committees, fire chief, etc. Most people are pretty good about providing short, timely items. Rob: For example, what has the highway department done? Alex noted that Rosemary has the forum for highway in her reports. Katie noted that Rosemary needs a forum in the newsletter; there should also be an ongoing note about seeing (and signing up for) RFTH. Rosemary does report on the website. Rob: Recycling rates for the last 3 months; recycling rates for other nearby towns. Donna for Jess: Concerns about flexibility of layout? Jess noted that the newsletter could be constructed around content. Progress on town changes should be featured – more important than ongoing operations. What about using "Reminders from Town Hall" in the newsletter in the same format as online to differentiate between quarterly and biweekly issues for consistency? Katie: What about a contest to name the newsletter with trash bags as a prize? Jess noted that the style needs images, bullet points, and white space. Donna noted that we need new better images.

Process: Donna will meet with Rosemary on the format of the newsletter. Katie will put together a production calendar for the pilot issue within the next several weeks and see what the response is. Donna: Who has final say on this? Alex: The BOS has authorized that a newsletter be produced by the Communications Committee. Donna will talk to Rosemary to find out how much space she needs and also be sure that we are all on the same page. Jess will clean up all formats of all things. Featuring businesses: This can be a minefield. Darla noted that perhaps we could feature something that has already been publicized elsewhere. Talk to the NY Business Association for general information. Highlight resources within the town. We could brainstorm ideas as is done with the Historical Society's Gazette. There is a listing of businesses in town, but only members of the NYBA.

Guidelines for publications: Rob sent out what he could find; we need to figure out what are the guidelines for RFTH, quarterly newsletter, and any other stuff we put out. Donna and Darla will check their computer histories to find any guidelines from the past. Facebook: Alex noted that Facebook is a medium that is used,

but because it is a one-way medium, it is clunky to get rid of awkward comments and negativity. Debbie has modified the settings, but we still can't take anything off. Do guidelines for Facebook correspond to our guidelines? Darla: If there are no guidelines, then others could set up whatever they wanted. It was noted that Facebook could be more community oriented, more social. It doesn't have to be the same as RFTH and the website, but because there is a lot of positive stuff going on, it would be helpful to keep negativity out of it. There is a social aspect to town communication.

Next meeting: Friday, February 13. Need a chair pro tem – Darla will get the key.

Future agenda item: Designing "Welcome to North Yarmouth" signs.