

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

February 19, 2016

Minutes

Attending: Donna Palmer, Katie Murphy, Darla Hamlin, Kathy Whittier, Rosemary Roy

Town website: The site was up and working one day before the deadline. Donna and Debbie Grover are doing the editing now. They are also formatting the pages for boards and committees for consistency, to be completed today. Debbie will be taking direction from the committees. There was a question about the calendar appearing in the center of the home page. There was also a note to check Google Analytics to see how people are using the site. When should we do analytics – every month? Every three months? Brian Sites is working with Cindy Guernsey to improve the use of the Start Here logo. They are trying to get rid of some white space, and maybe shrink it. A brand should be integrated into a site; now it overpowers it. Other questions were raised about the use of the Start Here logo.

Start Here logo: There was concern that official town correspondence from the Assessor's Office used only the Start Here logo without the town logo. Rosemary noted that this was not really "official" correspondence, but that she would be sure that official stationery with the town seal is used for town business. The town letterhead on hand has only the town seal and no brand. The brand can be added electronically on some correspondence.

Notes from Rosemary: (1) A citizen through a selectman to the EDSC had a question about the town's getting fiber optics. The EDSC didn't feel it was in its charter to be discussing this, so the topic has been referred to us because we have discussed it in the past. (2) Communications budget: Rosemary has raised it to \$2000 so that a newsletter can be created. So far this year we have done one postcard; another one will be needed soon. We would like to do newsletters either quarterly or more often. So far, four newsletters and no postcards are in the budget. There was discussion of a color front page with the rest black & white, sent to the printer (cost about \$760?). The four-color newsletter was paid for from the Technology Reserve. Rosemary wants the budget to pass and for us to get at least three newsletters out. Postage is around \$298. If we did regular newsletters, most likely we wouldn't need postcards because the newsletters could be timed around events, so that we could publicize events. However, this is an increase in this budget line. How many households, how many people signed up for RFTH? How many folks over 70 who aren't online? We have been charged by the BOS to get the word out. Rosemary noted that funds could be taken from the administrative budget to purchase Publisher so that we could do the newsletter more cheaply. All of these facts need to be assembled for a statement in electronic form to the BOS and Budget Committee February 24. How do other news items flow? E.g., Events Committee, Fire Department, Flag Committee. We would need to get the word out to all about our publication dates and requirements. A lot of information is already available for RFTH – a calendar for regular events could be constructed. Problem: Unusual events of committees that are lax in sending their information. (3) Upcoming public hearings need a postcard – all this is needed is to drop the information into the template. Postcards can be done in house and just sent to the printer. If anyone in the office has any problems with this, call Katie. Melissa checked on pricing with Xpress Copy if we send all printing to them.

Fiber optics: One letter was sent, but several people in the community have mentioned bringing broadband to town. Form an ad hoc committee? Perhaps the person who wrote the letter would serve? The EDSC's charge is to concentrate on compiling resources etc. this year for a TIF. Darla noted that this would a good opportunity for the North Yarmouth Business Association to become involved, have

speaker (Sue Inches is a suggestion); Thaddeus Day is in charge of finding speakers. Possibly a Communications Committee liaison as well. This type of event/information might get more people involved. BOS – form committee and EDSC liaison? Should fiber optics be a separate committee or subcommittee with liaisons from BOS, EDSC, Communications? Do exploratory work? We need to watch out for dilution of Communications Committee. Audrey and Darla have been cooperating to enhance the relationship between EDSC and NYBA. Technological advancement can really grow the town.

Another issue: Cell coverage for the town. Should there be a discussion on attracting more providers to our tower.

Katie will let Rob know what is going on.

Rosemary asked if we should include Town Meeting info on postcard. Yes.

NYBA Trade Show Friday, March 11, at the school. It is on the marquis at the school. The collaboration between the town and NYBA has been excellent. On March 3, there will be an article on the Trade Show in the Forecaster.

Cribbage Tournament was a great success.

Next meeting: Friday, March 18, 7:30 am, Downstairs Meeting Room.