

COMMUNICATIONS ADVISORY COMMITTEE

December 1, 2016

Minutes

Attending: Katie Murphy, Anne Graham, Rosemary Roy, Darla Hamlin, Rob Wood, Kathy Whittier, Chris Edmondson, Jay Fulton

Review and accept minutes of last meeting: Motion to approve as printed: Katie/Darla. Voted.

Media quarterly reports: RFTH has increased by 8% in readership in a year. Twitter has increased from 12 to 103; however, this could be a lot of repeaters. Instagram is up from 10 to 94 – this could be a lot of older people. All of the social media are apparently working together for overall digital connectivity. Debbie provided a behavior flow chart. Rosemary has gotten six replies to her appeal for volunteers on RFTH.

Survey results: From the Comprehensive Plan survey – “three best ways to reach you” question with 414 responses (10% of town population): RFTH (1st, 95%), town newsletters (2nd, 50%), Forecaster and town website tied for third, social media fifth. Debbie can also send out snippet blasts. Q: Why was RFTH changed to a link? Because it would cost more to send it out separately. Can we add additional links for more information on some articles? Make boxes as hot link to do this. There was discussion of the capabilities of Virtual Town Hall.

Gateway signs: Katie showed us a mockup of a possible gateway sign, and she also added the town seal. The style chosen in a vertical format has a scallop on the top; add one on the bottom as well. The Start Here logo will float on its own. Approximate costs: Rosemary can get estimates quickly from Marquis Signs in Lewiston. What about adding a reference to northyarmouth.org as well as Facebook, Instagram, and Twitter icons? A question was raised about the North Yarmouth domain name – we have control for foreseeable future. Rosemary and Rob like the idea of a “Thanks for Coming” type of message, possibly on the back of the sign. Discussion of other ideas for the back of the sign. Katie will get the mockup to Rosemary for estimates before the next meeting. What about posts? Possibly a material similar to Trex. We also need to check on replacement costs if signs are hit or damaged. Rosemary will look into options.

Welcome committee: This committee would need an ongoing list of new people to town, possibly gleaned from, e.g., new voter registrations, real estate transfers. Then what would this committee do? What do new people want? A lot of information is already on the website. In talking to new folks, Darla got a response of an easy to visit website and informative mailings. An effort to get people signed up for things when they visit the Town Office. Rob noted that people often do research before moving to town. He had people ask questions about burn permits and car registrations. Trash pickup info will now be a button on the town website home page. Chris: People can sign up for alerts; this would mean that we can capture more addresses. Other websites have an alert bar that can be automated. Our own TV channel will help with nondigital folks. Aging in place programs will help identify this population as well. Jay: Would businesses be interested in donating items for welcome baskets/packs? Possibly use real baskets. We could try test baskets at the Town Office and ask for feedback. How about reusable bags with the town logo? Put out a notice: “New to town? Come by the Town Office.” Rosemary will look into producing bags. Items from town available: honey? Jams? Thad’s pens? Pat Gilligan? NYHS old Gazettes? Coupons from businesses? Start with 20 bags for test. Darla will poll NYBA members for interest. Keep a

list of items in the office. A lot of stuff is available from EcoMaine (Rob will get this). Town Office staff can possibly help Darla calling businesses (but Melissa is moving to Pownal).

Newsletter: Things to include – synopsis from FY2016 Annual Report; Wescustogo meeting; advertise potluck in February (not mentioned who is sponsoring this – Comprehensive Plan Committee or ??). Advertise the Comprehensive Plan Committee's forum at some point, trying to do this before the Special Town Meeting. Discussion of how to bring people together to discuss the Comprehensive Plan and other things. Additional articles: GIS, Living Well in North Yarmouth (an age-friendly community), consulting firm for TIF, gateway signs. Approximate publication date week of January 16; to be sent out to Xpress Copy by January 12. Special Town Meeting tentatively January 31.

Next meeting: Thursday, January 5, 5:30-7:00 pm, Downstairs Meeting Room unless otherwise notified.