

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

January 12, 2018 (draft)

Minutes

Attending: Christian Edmondson, Peg Leonard, Katie Murphy, Rob Wood, Jay Fulton, Rosemary Roy, Kathy Whittier. **Visitor:** Steve Palmer

Minutes of previous meeting: Approved as printed. Rob/Katie. Voted.

OLD BUSINESS

Discussion of Katie's and Peg's document to Rosemary relative to the website. Rosemary met with Debbie and Donna and discussed the points; Rosemary sent comments to each of the suggestions by separate email (attached to minutes master). The new TV channel will be included in municipal broadcasting – it is ready to go and will soon be up.

Video on website: The video that was generated for Cumberland County is now outdated; it also has a focus on businesses. Idea: The CAC funds a real video that is more timeless and focuses on the community. This can be included in next year's budget. It can be produced economically for about \$500-750 if we do it. Note: Check copyright on current video. Steve noted that a collection of photos might show the town better and allow easier updating than a video. Peg noted that snippets of video can be posted to Facebook. One hour of raw film equals one minute of video. Use storyboards before beginning filming and throughout the process. Jay: Kids and animals are great attractions; however, note need for model releases to film people. Jay offered to help out with storyboarding. The key piece in a video is the director. Jay has significant experience creating audio. Create a want ad for all town media asking for a volunteer to direct. Also look at samples from other towns.

There was also a discussion of branding guidelines for the Start Here logo.

Newsletter concerns: Some clarification needed. Our second newsletter of the fiscal year should be snippets from the Annual Report that we should already be working on. The third newsletter, featuring Town Meeting and the Wescustogo discussions should be a product of the committee. 200 hard copies of the Town Report were printed. There was discussion of shorter monthly/bimonthly newsletters. Also ideas for next few months: Activities at NYMS, Wescustogo forum, BOS public hearings, Comprehensive Plan, as well as Town Meeting, Parks & Rec, Blue Moon snowshoeing. There was discussion of costs and use of Town Office personnel and facilities. Rosemary can make a list of events from the Town Office, but we also need input from other committees.

Steve spoke on behalf of LWNY: The survey they conducted indicated that folks really depend on printed material. There were 530 responses, and the majority felt this way. LWNY also has a concern about providing more current, active information, such as discussions on marijuana, ordinance/zoning changes, and setting up a fitness room at NYMS. Some questions on printed material that have arisen through LWNY: How much can we spend? How often? How can LWNT help? Information from one committee or more than one? What are the demographics of folks asking for printed material? Trying to communicate the feel of North Yarmouth through print.

What's next? Rosemary will sort out pricing options for a smaller newsletter. Rob proposed 4-6 bimonthly newsletters of 4 pages each. Price out at both 2 and 4 pages, color, no color, and half color. Rosemary will send out an email to all committees asking for information. Newsletters will be based on available content. Rosemary will make up a list of activities by date and priority and talk to Donna about

helping. In the future, someone from CAC should take the lead in contacting committee chairs for information.

Request of BOS for marijuana survey: The vote in town on the recent state marijuana referendum was split 50-50. The BOS is toying with the idea of a moratorium on retail sales and social clubs (towns around us have done this). The current policy of the board is that until state regulations are voted in, North Yarmouth will not permit these activities. Because of the lack of a definitive feeling in the town, based on the referendum vote, the BOS would like us to prepare a 5-question survey for Survey Monkey to poll townspeople on their feelings on marijuana growing, odors, safety, and other concerns. What will the BOS do with the results? The BOS could not come to a conclusion on prohibition or no prohibition or anything in ordinances. The BOS does not want to do a public forum on this question. It was noted at the CAC meeting that using only an electronic survey would skew results based on folks using electronic media; folks not using electronic media would not be able to have an opinion. Rosemary noted that the CAC should write a letter of the BOS with its concerns on this survey and on the electronic sign, which is also still in the works, and she will take to the BOS. How do we feel as a committee of the marijuana survey? Wait until more information is available to propose an action.

Next meeting: 7:30-8:45 am, Friday, February 2, 2018, Downstairs Meeting Room