

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

April 6, 2018

Minutes

Attending: Christian Edmondson, Rob Wood, Katie Murphy, Peg Leonard, Kathy Whittier

Visitors: Sue Pynchon, Steve and Donna Palmer

March minutes: Approved as printed. Kathy/Kathy. VOTED.

OLD BUSINESS

Newsletter: There was discussion of version 2 with some corrections. The final version will go to the Town Office on Monday for printing, to mail on Thursday. This will miss the 4/12 meeting for Wescustogo.

Channel 2: This seems to be live, but still seems to need content. The Historical Society has a PowerPoint presentation of basic North Yarmouth history; this can be converted for use. Hopefully the newsletter article will alert people to supply content.

Town video: Still need to look for people to work on this. What do we need to start storyboarding? What about the Cumberland County video? This was taken down from the website because the content was outdated. Would some of the file still be useful? Chris will contact Jay to see if he can help out with this.

NEW BUSINESS

Rosemary's memo: The newsletter schedule she proposed doesn't allow for publication before the 6/12 referendum etc. vote. Can we produce a newsletter before 6/12? There is a lot of important stuff that will happen that day. The hardest (and slowest) part is gathering timely information. We need to set down expectations for a production schedule, assign topics, and hold to it. A newsletter begins and ends with Rosemary, so we will discuss the process with her. What about the overlap using RFTH as a masthead? The original plan was to demonstrate continuity. Sue Pynchon asked if we felt we were reaching the townspeople – she noted that folks don't read RFTH because the subject matter and headings weren't really interesting. There was a discussion of all means of communication that we and the town use. There was also discussion of access to electronic channels by Town Office personnel – can others have this access also?

Living Well: LWNy wants to work with CAC to be sure that newsletters work because they feel (from survey results) that written communication is very important. Donna has contributed articles, ideas, etc. and will continue to do so. Steve also asked about using the bulletin board outside the school and the possibility of another bulletin board somewhere else. People do read this. Could this be included with static signs? Steve also noted that the posts on some of the Welcome to North Yarmouth signs have begun to twist. He will speak to Clark Baston about this. Are vinyl posts an option? Other options? He specifically mentioned the signs on 115 and 9 at the Cumberland line.

Next meeting: Friday, May 4, 7:30 am, Downstairs Meeting Room.