

## **NORTH YARMOUTH COOMMUNICATIONS ADVISORY COMMITTEE**

**July 13, 2018**

### **Minutes**

**Attending:** Katie Murphy, Christian Edmondson, Peg Leonard, Rosemary Roy, Kathy Whittier

Minutes of June meeting: Approve as printed: Peg/Katie. Voted.

#### **OLD BUSINESS**

June newsletter: Katie offered to work on layout. Rosemary will make changes in the template colors to better reflect the Start Here branding. There was discussion of Publisher options. We need more graphics in future newsletters. Newsletters are printed in color for first and last pages with interior in black and white. There was further discussion of fonts and other production items and of Publisher skills.

August newsletter: Kathy presented a list of articles from and for discussions with Rosemary and Donna, as well as the schedule for production, which is as follows:

Copy deadline 7/23

Production 7/24-8/1

Review 8/1-8/6

Print date 8/8

Mail date 8/14

Articles include: interview with Vanessa Farr with progress on economic development (Peg volunteered to do this one), volunteers needed, master plan for town facilities, recipe, recycling update (Rosemary possibly with Rob), information on building in town (Ryan), social items, Fun Day, and town officials.

Shredding day: Not much interest in supporting this – it's expensive and not rally necessary.

Town video – where are we? Peg looked at other towns' videos. The content is up to is – most featured assets and beauty, not just businesses. We need to start a punch list of what we want in the video. Some ideas: information from Vanessa, parks (have new signs), history. We would need a narrator, filmer, and editor. The town has two video cameras on tripod. We need to take our time to make this what we want and need. It could go on channel 121 and Facebook. From the punch list, we would create a storyboard. Look for video skills and interest at the Volunteer Fair Rosemary is planning. We have \$750 in the budget for this project, which would allow us to hire an editor, for example. What about a contest involving a creative class at the school? Ashley Caswell is the contact at the Superintendent's office for outreach and communication.

#### **NEW BUSINESS**

Rob's resignation: Rob has tendered his resignation from the committee to pursue other opportunities. Jay has asked to serve on another committee. Chris will speak to him and find out where his interests lie and possibly the reason why he didn't want to continue on CAC. Officially we are allowed 5 members and 1-2 alternates. We need to talk up the committee and wait for the Volunteer Fair. Possibly write up something for RFTH.

Informational signs: We need to talk about ongoing projects at meetings. For this project, we need pricing and planning etc by the end of the calendar year to put on the agenda and in the budget for next

fiscal year. Rosemary recommended contacting Bailey Signs for pricing – maybe something that could mimic or reflect the gateway signs. Ask Debbie and Clark about repeating a sign contest.

We gave Rosemary a vote of thanks for all of her work for the committee.

Next meeting: Friday, August 3, 7:30 am.