

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

January 4, 2019

Minutes

Attending: Katie Murphy, Jay Fulton, Christian Edmondson, Peg Leonard, Kathy Whittier

OLD BUSINESS/CONTINUING BUSINESS

Newsletter: Production is ongoing. We are waiting for the rest of the articles to be collected; Peg is almost done and some stuff is already in. There was some discussion about stories on women in town. There was also discussion of the question of the length of the newsletter – we usually have more information to send out than can be contained in a 4-page newsletter. Rosemary noted that with the budget remaining for this year we would be over if we did 8-pagers. The March and May newsletters fall under the FY2018 budget; FY2019 begins 7/1, and Rosemary has allowed for 8-page newsletters in that budget. Katie noted that the Annual Report has information from all boards and committees – but do people read them? Do we have any way to get feedback on this? Ask for a show of hands at Town Meeting – how valuable is ... or do you read... .

Budget final review: All good with budget as proposed by Rosemary with adjustments as discussed at the December meeting.

NEW BUSINESS

Bus transportation move: SAD 51 discussions are underway about moving the school buses from Cumberland to North Yarmouth Public Works area. Is there information we should provide to North Yarmouth residents? Will this come up at Town Meeting?

March newsletter: Include bullet points for issues to arise at Town Meeting.

Social media: There was discussion of the changing/continuing role of social media in communication. It will reach those who don't attend Town Meeting or other informational meetings. People on SnapChat and Instagram are going off Facebook, but Facebook is still a source of information for many. We could feed town information by posting on Facebook; Facebook posts can be collected and sent out as emails. Put more stuff on the town website. There was more discussion about how we can use and manage social media more effectively, e.g., cross posting. The Twitter demographic is young men ages 24-35. Currently the management of social media is the realm of Town Office staff – can we have a discussion with Debbie about how we might be able to help her? Rosemary is still in charge.

Idea for newsletter article: local resources and links, e.g., Cumberland North Yarmouth Family Network and the swap shop. The Community Network also covers Cumberland and North Yarmouth.

Next meeting: 2/1/19, 7:30 am, Downstairs Meeting Room.