

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

August 5, 2019

Minutes

Attending: Christian Edmondson, Rosemary Roy, Peg Leonard, Kathy Whittier

Minutes of previous meeting: Approve as printed: Peg/Kathy. Voted.

OLD/CONTINUING BUSINESS

Newsletter masthead: On Katie's #1 choice, there was a problem with the Start Here logo in the square. If the square is taken out, it doesn't look good. If Katie generates the masthead file in InDesign, it cannot be manipulated much, so Rosemary and staff came up with other designs that were generated in Word. They also recommended one font for the headings. Either Start Here or town seal in masthead. Could we watermark Start Here in the middle of the page or on a corner? There was also discussion of using more lines/colors in text as well as shading. We would need to officially rescind the previous vote on the masthead design. Rosemary will create a masthead based on our discussions at this meeting and bring to the next meeting for a vote.

NEW BUSINESS

Administrative changes: Debbie Grover now has oversight of the newsletter because she is the town's communication director; Rosemary has the final ok. At some point, Rosemary would like Debbie to have the final ok. Donna Palmer and Kathy Whittier gather information and do first production, it is reviewed by CAC, then sent to Town Office for final edits. Debbie has noted that she will send Kathy the final product before sending to the printer for a final final check.

Informational signs: Debbie will take care of this – nothing has been done for a while.

Anything else going on? Anything else for us to do? Can we assist with the Community Celebration for the new hall? Tentative date for this 11/2.

Next newsletter: Focus on the celebration; Anne Graham will come to our September meeting to discuss [*ed. note: Isn't this our September meeting because of Labor Day? Contact Annie about this?*].

Letter from Select Board for all committees: The Board wants to meet with committee chairs for a workshop on goals, effectiveness, need for help, etc. The Board's ultimate goal is the study the need for committees, whether they should be standing, ad hoc, disbanded, combined, etc.

Next meeting: Monday, August 26, 6:30 pm, Downstairs Meeting Room.