

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

November 3, 2017

Minutes

Attending: Rob Wood, Christian Edmondson, Kathy Whittier, Rosemary Roy

OLD BUSINESS

Welcome signs: These are all installed and look like the design and colors specified. There has been some input on the catch phrase. Holes in the signs still need to be filled from where the mounting was changed. We can close this project.

Status of new member: Jay Fulton expressed interest in the committee and got information from Christian, but there has been no correspondence since. Rosemary hasn't heard anything; Christian will call and check with him.

Select Board meeting 11/7: Christian will attend as expected by the Board. Rob will also attend.

Electronic sign: Rosemary's thoughts – The Select Board wants to know more about this, and it will be a budget item. She saw the comments from the last CAC meeting with some misgivings expressed. Currently zoning doesn't allow these signs, and this will need to be resolved with the Select Board and Planning Board. Ideas: How else can we notify folks? Notification signs versus one electronic sign: Notification signs are a lot cheaper; we would need to be proactive on how they look. A budget proposal would include options; older minutes from our meetings include quite a bit more information on these signs. The electronic sign is not a strong priority but Bruce Bailey will be providing a design by December. Another option: Making budget line changes for newsletters – this seems to be a good way to get in touch with residents. Bimonthly newsletters would include updates on town information, more current than past. It would be possible to find help to produce and pay for more newsletters from town office staff. The electronic sign was not discussed in a Select Board meeting. There is a need to keep exploring options and to go collect information. Responsibility for electronic sign: The CAC is charged with giving thought and recommendations and/or other options.

Web refresh/updating: Rosemary stated that the website is only two years old and is still building some areas. Donna Palmer is the behind-the-scenes person. If we are concerned about potential changes, we should send them to Rosemary to see if these changes can be made by the people we have and by VTH under contract. Debbie is now doing to website as part of her job – some of her other tasks have been taken over by others. We need to bring Debbie into a discussion with Peg and Katie. There is a process in place to check content and design.

NEW BUSINESS

New initiatives: Rosemary didn't have any additional ideas for us. Next newsletter: Should this be parts of the Town Report? Welcome to committees? Town Report deadlines: These are set by state statute, not by us. Debbie initiates deadlines for content; some reports have to be included and this waited for, e.g., auditors. By statute, towns don't have to publish any information except for financials and who hasn't paid taxes. Town Report issues: things not happening the way they should, cover not complete. Rosemary mentioned that they are thinking of doing it in house next year to save money.

Welcome bags: Review the bags in 6 months or a year; not needed any sooner.

Next meeting: Friday, December 1, 7:30-8:45 am, Downstairs Meeting Room. Discuss budget needs and fuller discussion of various other options mentioned at November meeting.