

December 6, 2013 Communications SubCommittee Minutes

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NORTH YARMOUTH COMMUNICATIONS COMMITTEE

December 6, 2013

Minutes

Attending: Donna, Rob, Jess, Darla, Kathy

Information from other towns: Katie hasn't had a chance to do this yet.

BOS Policy Committee: They have had meetings on this. However, we developed our own charge with the list of goals and retrospective that we provided to the board – that should be our charge. The BOS adopted formal charges, including ours: To assist the BOS in communicating with the citizens of the town. But we can flesh out specifics (e.g., what we did last year). Specific tasks (charges) will come to us.

Perhaps in January we can look ahead to see how RFTH actually fits with scheduled town events, even if this might mean extra issues. RFTH comes out every other Thursday. Darla will put together a schedule for RFTH. We should also publish dates in the town calendar. Donna will send Darla a file of what's coming up.

EDSC: Donna asked Katie for EDSC input for the RFTH issue before Thanksgiving. Our information was different from the Forecaster article (info from Dave Perkins). Audrey Lones is the new chair. Marnie caught the fact that there were differences and pulled our article from RFTH. Dave mentioned aggressive changes, general recommendations and ideas, using the insurance money to build near the town office, and aggressively seeking a developer for the school. Our blurb wasn't as specific. We will reissue blurb next Thursday. Audrey will discuss what the EDSC is doing with the BOS on 12/17. We could add links to the Forecaster article and maps. Audrey and Katie will discuss before the BOS; Audrey has more exact notes. The next regular publication date is 12/12, which is before the BOS meeting, so the article will be in the RFTH. It is highly unlikely that the BOS will vote on EDSC recommendations on 12/17.

Veterans Park article: This was edited and re-edited by Kathy and Pam. What could we do with this article where a lot of work went into it? It went from a small blurb to a larger article. Should we send to the Historical Society? Include as feature in RFTH on a slow news week? Repurpose the article in RFTH, on website? Possibly a Gazette article. Darla will get back to Pam and let her know that Katie will work with her. When the article is ready, send to Donna for RFTH file.

Recycling: Our rate as a town has gone down to about 41%, so we are #4 or #5 in the area (we

used to be #1; Pownal is now #1). Our solid waste rate has gone up. There is no Recycling Committee. Should we put a blurb in RFTH about this issue? The solid waste contract is coming up for bid this year. Does this issue need some publicity? The town gets notes from the contractor when trash isn't picked up for some reason, and there has been an uptick in the number of rejections (the town gets a specific report on rejections with addresses). Is there a sheet on recycling dos and don'ts in the town welcome pack? It seems like re-education is needed – should we add recycling topics to RFTH? Possibly make a regular schedule for recurring topics? We need to do more than just RFTH. Rob noted that we actually need a new recycling committee. Should we talk to Alex Lear about some kind of Forecaster article? Before we would do this, get board approval? Next RFTH – put in the numbers and rates; after that expand the topic. Check ecoMaine site for the do-not-throw list to update. Perhaps start with a mini-poster that we could mail to people and have available on the town website. Make this a page and a pdf. There might be money left in the Time Warner account for a poster mailing (about \$300-400). Rob will work on this for our next meeting. We would like to get something out before Christmas.

Branding: Katie had samples of letterhead with the tagline under the town name instead of in the seal. We should agree on this by email and have ready for the BOS meeting 12/17. Choice is logo at the top centered with address/contact information on the bottom. Print in one color.

Analytics: Jess passed out copies for us to look at. Compare with previous period and discuss at next meeting.

Next meeting: Friday, January 17, 7:30 am.

January agenda:

Review of previous minutes

Discuss recycling promotion strategy

Report on status of rebranding

EDSC update

Other business?

Adjourn