

January 4, 2014 Communications Committee Minutes

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NORTH YARMOUTH COMMUNICATIONS COMMITTEE

January 17, 2014

Minutes

Attending: Jess Whited, Donna Palmer, Rob Wood, Kathy Whittier

Stationery: We decided to put the tagline under the town name rather than in the seal. The color should be blue to match signage. Jess will make the changes to Katie's copy. We need specs for the larger logo – color and tagline. Kathy will write up specs (larger than 12" with tagline).

Working with EDSC on branding: EDSC stopped it work when Wescustogo burned. It's not possible to discuss branding while other issues still need to be resolved, so it is currently on the back burner.

Analytics: People are using the website but nothing out of the ordinary. We don't have Google Analytics – the numbers we have are run from IContact; website information comes from the website. Jess will check to see what the list of dates means on the website report.

Recycling: Either we can pick this up and work on it or a new committee could be formed. The cost for solid waste through RWS is going down, but our recycling rate as a town as gone from 50% to around 30%. We talked about sending out a list of recyclables, like we had when the program started. Rob will talk to ecoMaine to see if they would handle some kind of campaign, because this seems like something they should be doing for all towns. He found one list on the website but no other materials. How did the original information on recycling go out? The committee put out the information and included two bags with the literature; the committee produced the materials, and different places (e.g., Shopping Notes) publicized. Why did our rate of recycling go down? Reports of refusal to pick up trash go to Marnie & Debbie. Could this be an RFTH article? Sandy Sculley contacted Donna about a recycling poster as educational material. A poster from Xpress Copy (8.5x11) would cost \$771 for 2000 copies on card stock. Put pdf on website. Possibly reduce poster to 5x7 magnet – see if ecoMaine would pay for this. Put magnets in with bags. Or perhaps put posters in bags – the town makes an order every 9 months. Maggi Alexander (NYMS grade 6) collects old electronics and recycles – could she partner with us and ecoMaine to get information out to the kids? It might be hard to come up with a new recycling committee – we could take on this charge. Katie mentioned some kind of "competition" as part of a multi-pronged effort. Originally there were lawn signs – put some out the days before trash collection? Move signs around? Also check with ecoMaine educator. We could take the initiative for a one-time effort. If others are interested, they can also help out. Rob will contact ecoMaine before the next meeting.

Next meeting: Tuesday, February 4, 7:30 am, Town Office Downstairs Meeting Room