

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

October 2, 2015

Minutes

Attending: Rob Wood, Rosemary Roy, Donna Palmer, Katie Murphy, Alex Carr. Audrey Lones, Visitor.

Minutes: Motion to approve as printed. Donna/Katie. Voted.

OLD BUSINESS

Time Warner (Rosemary): As of yesterday, Time Warner has been having problems with broadcasting and audio, and the Internet just drops off. Melissa spoke with Mike in Cumberland – there was no sound on the rebroadcast of candidates' night and an MSAD meeting. It's not just us; there is trouble with live and taped audio. There should be a blurb in RFTH and on the website about this issue. Melinda Poore of Time Warner is the top government solutions person for southern Maine; Rosemary is still trying to get together with her. Katie also tried to speak to someone about access and was advised that this would be a legal issue and should be handled lawyer to lawyer. Audrey noted that Time Warner is waiting for their acquisition by Charter Communications and thus isn't doing much. Donna noted that this makes printed matter more important. Rosemary noted that she is looked at room design and someone else is looking at tech design for the downstairs meeting room.

Virtual Town Hall (Rosemary): We have been waiting for our "final" home page. The bill has been sent but it hasn't been reviewed yet.

NEW BUSINESS

Newsletter: For the sheriff's department, a traffic study is now in progress using statistics. A \$5000 investment in a speed sign is at work. Masthead/title? Use Start Here? MSAD strategic plan – use link from Rosemary in the report. Use of color: Put all color on one page, rest B&W? Quotes: From Express Copy (Katie) – 1500 copies, folded once and stapled, color?, turnaround time. Estimated mailing around the end of October – week of 10/26. Send quote information to Donna to maintain in file.

EDSC Newsletter: They are waiting for the hydrogeologic presentation before completing work. 11x17 folded twice; extracting information from FAQs and more in depth from hydrogeologic study. There will be graphics and imaging. Matt Ahlberg's vision and Steve Blatt's image of what the town office could look like. People will be referred to the website with the message to go vote. The newsletter will be dummed up in the next few days. The purpose is to make sure that people have information that will come out at the informational meetings in the week of 10/12. Postcards can go out 10/8, selectmen's letter feeds the vote and should go out around 10/26-27. Postcard for town office online now. Town reports available at the polls. The town report newsletter is also an advocacy piece before the vote.

Schedule: 10/8 – Meeting reminder postcard

Week of 10/19 – Town report newsletter

Week of 10/15 – EDSC newsletter

Week of 10/26 – Selectmen's letter

Meetings on 10/14 and 10/15: Will anything change the information that should go in newsletter?

Election reminder postcard: To be sent 10/8. Donna sent out Jess's dummy with colors etc. for election reminder. The second draft will be completed over the weekend with the final to Rosemary 10/5. Question 2 people have a possible 10/27 meeting; this may need to be added to the postcard after the selectmen's meeting. Outside entities are not necessarily privy to space in town-paid vehicles – this decision will be made at the 10/6 BOS meeting. Jess isn't available during the day for corrections etc., so getting changes made after 10/6 meeting would impact the schedule. Dale Rand Printing is hungry for business, has good equipment, and might be able to turn around quicker. Jess is using different software. It's important to get the card out; the Q2 meeting isn't town business, so go with the card (Rosemary). Alex: This would be problematic. If a change is made Tuesday night 10/6, the card could go to the printer 10/7 and possibly from the printer 10/7, then to Yarmouth post office 10/8 by 11:30am. Donna will discuss the postcard with Jess.

There was further discussion of the wording and standardization of the postcard – such as name of proposal: Village Center Redevelopment Proposal.

Next meeting was scheduled for 10/16, 7:30 am, but this meeting was not held because of ongoing work on the town report newsletter. Next meeting was rescheduled for Friday, November 20, 7:30 am, in the downstairs meeting room.

APPROVED 11-20-2015