

## **NORTH YARMOUTH COMMUNICATIONS COMMITTEE**

**September 2, 2016**

### **Minutes**

**Attending:** Darla Hamlin, Rosemary Roy, Melissa Henes, Kathy Whittier

Approval of minutes: Tabled to next meeting – no quorum.

#### **OLD BUSINESS**

Live stream and Vimeo: Everyone is still getting used to live streaming where you can go directly to it from the website. We looked at the report on changes in usage from 10/20/15 to 9/1/16 and discussed changes in live stream vs. vimeo (statistics from January to June). With Virtual Town Hall streams, we have to live stream to get video on demand (VOD). There are currently two on demand choices: vimeo and Town Hall Streams. The only location available for live streaming is the downstairs meeting room because Internet access is needed. If we use other locations, there is no live streaming. We are currently paying for two on demand choices and one live stream. We need to get more information out the citizens on live streaming. The audience is currently small, but this is expected. It helps those who are the most involved. All is paid through the technology reserve. Perhaps it would be a good idea to set up a demonstration at Funday so people can see how it works. How much time does this take office staff? Less work for Town Hall Streams than for vimeo. There is a question of value – what are we getting for what we are paying, and it is worthwhile? A note: There is no way to know of Town Hall Streams whether a meeting is BOS or Planning Board.

Neighbor welcome: Darla spoke with Diane Morrison, who isn't currently interested in pursuing this now. Steve Palmer was also working with her; both of them met with Melissa. Where is this going? The North Yarmouth Business Association is interested in participating by including material, either hard copy or electronic. Darla is working on rebuilding a printed NYBA directory and would like something available for Funday. There was discussion of a town directory as part of a neighbor welcome program, and Melissa showed the Chebeague Island directory as an example. A booklet would be easier to use than a folder of loose information – incorporate information from the folder into a booklet. Welcoming is currently done by the town office, not a committee. Darla would work with Melissa on this. Process of welcoming: when a new person registers a vehicle, registers to vote, or makes other changes, a packet of info is given out. Booklets could be published e.g. every two years. Include references to the website and RFTH. Section off the booklet for different functions and let people know how to find things. How do we fund this? Give out to new people, sell to residents? How about missing folks? The town office also works with real estate transfers, which wouldn't include new renters, and folks don't always come to the town office to register but do it online. Melissa supplied a sample of deed transfers; the numbers of births and deaths are in the annual town report. Number of births and marriages, names of deaths.

Rosemary: The committee has a new name and charge: Communications Advisory Committee – “The Communications Advisory Committee will provide expertise and consultation to allow the Select Board and Town Manager to more effectively inform North Yarmouth citizens of town events and issues and continue to build on and improve the town brand.” Day and time of meetings: The BOS wants no morning meetings – they want evening meetings so that committees are more accessible to the public. They are trying to avoid other meetings in the third week of the month, which they want available for BOS stuff. The fourth Tuesday and third Thursday are available. Put options out there to members

through Google. Our next meeting will be at the new time/day. Rosemary will send Rob a note to discuss; we need to talk about a regular meeting day/time.

Town report: Not ready yet, so a postcard could focus on the survey by the Comprehensive Plan Committee, which will be launched on Funday. Use the regular postcard template. Rosemary will check with Katie and Donna. The survey will extend through the election. Also note that the town report is coming.

Next meeting: Take up voting for chair and setting target date for next newsletter. On the newsletter, Kathy will meet with Rosemary. This should be a summary of the town report.

One new committee member needed. What skills are we looking for? E.g., someone with electronic interests.

RFTH: We are getting rid of iContact; RFTH is being done through the town office. We are not needing Jess's services at this point, but he is still available. There is an archive of RFTH on the website.

New cameras and coming and a new setup for the downstairs meeting room. Melissa is our video technician.

Ed. note: From the survey, next meeting, Wednesday, October 5, 5:00-6:30 pm.