

NORTH YARMOUTH COMMUNICATIONS COMMITTEE

March 18, 2016

Minutes

Attending: Rob Wood, Donna Palmer, Darla Hamlin, Jeanne Chadbourne, Kathy Whittier

Minutes of previous meeting: Motion to accept as printed: Rob/Darla. Voted.

OLD BUSINESS

Live stream meetings: We are still in the demo phase and waiting for analytics at the 3-month point. Request in the middle of April for our next meeting.

New website: Up and running. There is an issue with the Start Here and town logos. Debbie and Donna are working with VTH. The plan is to move the town logo to the left side of the page and Start Here to the right. There has been a lot of feedback about this. The change may already have been made. No other feedback.

Analytics: Request for live streaming and website. Ask Debbie for these reports on a quarterly basis. Rob will do this.

Postcard for town meeting: Perhaps a smaller postcard? Everyone seems to be doing large postcards. Do we need the postcard? Yes – people have been confused about when town meeting is held. Darla will do a cost analysis on large vs. smaller postcard. Anything else going on in the same timeframe that could be added to the large postcard? The hearings etc. have already been advertised. On postcard we could add “go to calendar” for town meeting, also register for RFTH, and any other events. Donna will take care of this. Jeanne asked if we were happy with our budget of \$2000 – we got 4 newsletters. Postcards are paid for under administration. Should we consider stick-in-the-ground signs for town meeting? NYBA just did these signs for less than \$25 each. Darla will check on prices.

Cumberland County video project: Darla’s business video is up on county website. On welcome to county page, under business pages; it will be on the town one as well. We haven’t seen copy of town video. Donna contacted them – supposedly the town video is held up here for approval – to go to Audrey for approval. It was shown at a BOS meeting. The approval is in process, not held up for technical reasons. Rob will ask Audrey about this.

New Business

Permanent signs: How do we get this moving? We were going to do pressure treated posts at 4 sites, adding the ability to attach variable messages. The welcome signs are separate. We need to ask for design samples and cost analysis then go to Rosemary to find money to produce. Joe Loring at GraphX did the Start Here signs. There was discussion of welcome signs with information underneath, but this isn’t as effective. We could also talk to signmakers about two different types of signs, effectiveness, etc. One doesn’t preclude the other. Cumberland is now using sticky paper on existing signs. Diane Morrison talked with Tammy O’Donnell (Cumberland Assistant Town Manager), who strongly recommended informational signs and said we should do it. Rob will get information from Tammy O’Donnell on costs, etc. Not as much design work is required on informational signs. We should proceed with informational signs and need to talk about how many, perhaps about 10, and locations. Make signs as permanent as possible and so that we could add dates, etc.

Fiber optics: Susan Inch met with EDSC, which is not doing anything with fiber optics because they are working on TIFs. She is approaching NYBA to try to get support.

Next meeting: Friday, April 15, 7:30 am.