

Agenda
Communications Advisory Committee
Thursday, March 2, 2017 6:30 PM
Community Meeting Room, Town Office, North Yarmouth

1. Review and approve minutes of February meeting
2. Old Business
 - a. New AV equipment—who has viewed online PP presentations? All OK?
 - b. Updates: Welcome Bags, CGI
 - c. Gateway signage: Cost update? Placement?
3. New Business
 - a. Set calendar for next Newsletter and brainstorm content. Assign responsibilities.
4. Reminder of next meeting (April 6); adjournment

Upcoming Events

March 7: Public Hearing—Amendments to ordinances (Cable TV and Property Tax Assistance)

March 9: Wescustogo Forum

March __ : Nomination Papers available

April 1: Property taxes due

April 6: Communications Advisory Committee meeting

April 8: Town Meeting

May __: Nomination Papers due

June 13: Elections

Minutes
NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE
February 2, 2017

Attending: Rob Wood, Katie Murphy, Christian Edmonson, Rosemary Roy, Darla Hamlin, Kathy Whittier

Minutes of January meeting: Approve as printed, except for correction of “North” in title. Katie/Rob. Voted.

Donna Palmer is the contact for committees to post information to the website as well as businesses.

OLD BUSINESS

Gateway signs: Katie made mockups of the front and back, and we need to post outside so that we can drive by and check legibility etc. Christian has offered his wide plot color printer so copies can be printed out at full size for us to use. Change to “Inc. 1680” instead of “Est. 1680.” Katie will use the same font as Cindy Guernsey used for the Start Here signs. Katie will check with Clark Baston to find a sign and/or a way to post it. We will use the same blue as in the seal. Approximately \$4500 including posts will come from reserves. There was also a discussion about solar lights with LED to use with the signs. Rosemary will check out these costs. Referral from Xpress Copy – Sign Dynamics, Warren Avenue, Portland. Original estimates in 2016 6 signs \$1625, 10 posts (stone) \$4500. Rosemary will also check to see who produced the park signs. Katie will contact members with a time to look at the sign and will contact Clark to set up, in approximately a week or so.

Welcome bags: Rob still has ecoMaine swag that he’ll bring in. Rosemary will check with Garbage to Garden to materials. She still hasn’t had time to get the bags made up—she is trying to find a supplier. It was mentioned that she should check with Shirley Lake. Nothing in the budget for swag. Darla is hoping to get NYBA directories.

Newsletter status: Finally ready to mail out. Rosemary provided samples and some corrections were noted. She had sent the last mailing to WB Mason, but was not satisfied. The newsletter will go to Xpress Copy and be mailed as soon as possible. The fire department article was long because there weren’t other articles but not enough space for Town Report articles. For subsequent newsletters, we will make up a list of articles and make assignments so that deadlines are met. The next newsletter should go out before June 1; elections are June 13. At our April meeting, we will brainstorm the next newsletter. Nominating papers are available in March, to be returned in 45 days. Rosemary will get the exact dates.

AV equipment update: The missing part finally arrived and has been installed. Now PowerPoint presentations can be seen at home. This may be tried for the first time with the budget presentation on Tuesday.

NEW BUSINESS

Town website and CGI video: Darla noted that this issue would require some homework. The town owns its video, which is free to the town based on what the businesses bought, but businesses couldn't use it and complained. Rosemary and Darla will work on this.

Communications needs for any upcoming topics, issues, etc.: The forums on Wescustogo have been advertised; email blasts are also going out; also on Living Well and Facebook pages. Who reaches out to Alex Lear or Portland Press Herald? Should this be us? How about information that Alex might need for background or in advance of an article? Local channels are more effective; when we get our own channel, we will have our own bulletin board. This will be negotiated at the 2/21 BOS meeting.

Next meeting: Thursday, March 2, 6:30-8:00 pm. Katie will chair pro tem; we can also visit our meeting times.