

Appleton Communication Advisory Committee
Meeting March 1, 2006, 7:00 p.m.
Appleton Village School

Member present: Jane Shields, Kal Winer, Peter Sandefur, Marydale Abernathy, Than Porter

Issues discussed:

1. Approval of minutes from our meeting on Feb.1, 2006.
2. We had a discussion about website options. Namely, what information might the community want to have posted.
 - i. Town government – meeting dates, agendas, minutes.
 - ii. Other town news, community projects and happenings.

Because the present Appleton website seems to contain government information we brainstormed ideas about a possible community website to host the other town news and events.

3. We then discussed the town newsletter idea that was initiated at the previous meeting.
 - i. The newsletter would be available both electronically and on paper.
 - ii. It would be free and have donations from local businesses to help with the printing and mailing costs.
 - iii. It will need a volunteer publishing group to assemble the newsletter on a regular basis.

4. Marydale brought up the point that we need to get recommendations together for the board of selectmen. It was determined that the first step would be to get ideas and insights from the town clerks and selectmen.

Marydale will invite the town clerks to our next meeting to begin this process.

5. There was discussion about the postings of our meetings, both when and where they should be posted if it is required. (Also a mention of visible postings locations around town at this time. AVS sign)

6. Peter regaled us with tales of the USPS pricing logic. He was able to get information on both printing and bulk mailing costs.

Mailing costs:

- i. Bulk mailing permits requires \$160.00 setup fee and \$160.00 license fee.
 - i. Addressed bulk standard mailing - 26¢ - Non profit rates are 15.8¢ but "SATURATION" rates are even lower but the mailing must go to the entire zip code (unfortunately including Union). It was agreed at the meeting that saturation bulk is not an option as the Union Postmaster is not allowed to send it to just Appleton. The 15.8¢ non-profit rates that we would be eligible for would require that we buy our own permit. Another route is to try to use someone's permit like Target or Coastal Workshops or the Town of Hope. Hope has standard permit but they do not have a non-profit permit.
 - ii. Target charges \$212.00 handling fee. In addition to the following postage costs:
 - i. Addressed bulk mailing - 14.5¢
 - ii. Addressed non-profit bulk mailing -\$0.078
 - iii. Target will not be cost effective because of the \$212 handling fee which adds 42¢ apiece.
 - iii. Coastal Workshops is a better choice and will give us their non profit rate of 15.8¢ if we apply 4 weeks in advance for non profit status at their Camden Post Office. They will charge 2¢ for putting on the address lables that we must supply and another 2.5¢ to apply a paper wafer seal to hold it all together. They suggested getting it folded at the printer as that costs 3¢ per fold at Coastal and the printer is always cheaper. If we get it folded and put on our own labels and wafer seals they will still charge us 2¢ for handling plus the 15.8¢ postage or about 18¢ each. That 18¢ will allow up to five 11x17" sheets or 20 effective pages which ought to be way more than enough for our purposes. Using Coastal is our best option unless we wanted to get our own permits but that will end up costing MORE.

Printing costs:

T printers - 8.5x11 - two sides, folded 21¢. both sizes may include some color if we don't get too carried away

11 x 17" (4 effective sides), folded 26¢.

Staples - 8.5x11 - two sides 12¢, not folded (B&W only?)

7. Next meeting April 5, 7:00pm at Appleton Village School library.

8. Adjourned at 9:20pm.