

Town Report Committee
Meeting of December 17, 2015 – 9 a.m.
MINUTES

Present: Jill French, Mary Kalamaras, Hadley Reynolds, Kathy Weld.

The purpose of this meeting was to select a printer, if possible, to replace our long-time printer, Courier, which had been bought by RR Donnelley and recently shut down; and to discuss short and long term options to present to the Selectmen regarding the format (digital or offset printing) and delivery (electronic or hard-copy) of the Dover Town Report.

Prior to this meeting, Mary, Jill, and Kathy had visited King Printing (Lowell, MA), which specializes in digital printing. King provided samples of its work on other town reports, along with a quote of \$3,600 on our specifications. (RR Donnelley quoted a price of \$5,600 for digitally printing to the same specifications.)

The Committee also reviewed the quotes Mary had sought and received from offset printers who have experience with printing town reports: J&R Graphics, Hannaford & Dumas, and Highland Press; their costs ranged from \$6,900 to \$7,400 – a significant increase over the \$5,800 we had paid Courier last year.

Cost comparison clearly favors digital printing and electronic distribution; however, the quality of printed text and photos in the digital printing do not match the quality of the offset printing product. The Committee is very aware of the waste that occurs with our hard copy reports, suspecting that over half of them end up in the trash. Members also noted the trend in most other towns towards full or partial electronic distribution of town reports, ultimately reducing both cost and waste.

After much discussion weighing the pros and cons of digital vs. offset printing, the Committee agreed to recommend the following to the Selectmen:

- 1) For the short term – 2015 Dover Town Report: Change from offset to digital printing and print the usual number of hard copies (2300), plus a PDF for the town website.
- 2) For spring 2016: Conduct a brief survey to determine citizens' use of the Town Report.
- 3) For long term: Reduce to 500 (or other amount TBD) the number of hard copies printed, print them digitally, make them available for citizens to pick up if and as desired, and make the online version the primary format for delivery to citizens.

Jill will draft a memo for the Selectmen to consider at their next meeting on January 7, 2016.

The meeting was adjourned at 10:15 a.m.

Respectfully submitted,
Kathy Weld