

**Dover Town Report Committee
Meeting of November 16, 2017
MINUTES as approved**

The meeting was called to order by Kathy Weld at 9 a.m.

Present: Kathy Weld, Hadley Reynolds, and Mary Kalamaras.

Approval of Minutes: Minutes of April 25, 2017, were approved unanimously as presented.

Committee Membership & Officers: Chairman Kathy Weld agreed to continue on as chair for the coming year. Jill French was nominated as secretary, pending her consideration and agreement.

Photo solicitations: The Committee discussed the ongoing concerns regarding sourcing interesting, high quality photos for the report each year. Mary offered many suggestions for changes in our traditional process in this area, including:

- Using the online bulletin board NextDoor to advertise our interest in receiving photos
- Approaching the Dover Mothers' Association to request their attention to the opportunity
- Continuing to work with community groups and departments, e.g. Council on Aging, Caryl Advisory Committee, Library, Park & Rec, etc. to get good images

Mary also advocated a highly targeted approach to groups who might have an interest in getting their members/activities publicized in the report and to the individual photographers who have been reliable submitters. DTRC could make all of these sources aware of the kinds of subjects, lighting, dimensions, etc. that we are particularly interested in.

A goal for the coming year is to create a "photography cookbook" which would contain a full kit supporting the image acquisition process, from candidate groups for solicitation, to email lists and templates, to standard request letter templates, etc. The goal is to be able to make a seamless transition when the time comes to onboard new members.

Review of documents: We reviewed all documents pertinent to the 2017 Town Report and amended as needed:

- Town Report Guidelines – BOS memo to all departments that contribute to the report.
- Town Report Instructions for Electronic Files, rev 11/17 – from the Committee to all report writers to accompany the prior year file templates. We made changes to more prominently highlight (once again) the importance of submitters using the template document, formatted for publication, for the current submission.
- 2017 Dover Town Report – Timeline: We noted date changes made by the BOS, and set the dates of the next two DTRC meetings for Wednesday, January 17, 2018 and Wednesday, February 7, 2018. Kathy will make the necessary changes to the remaining dates to match corresponding dates in 2018.

Budget: We reviewed the Dover Town Report FY19 proposed budget provided by Kathy for submission to the BOS and noted the substantial reductions related to the change from 100% hardcopy distribution to the mix of hardcopy and electronic distribution that we had proposed and the BOS had approved. We are allotting \$1,500 for printing; \$3,500 for graphic design; and \$250 for postage, for a total of \$5,250.

Distribution Items: We reviewed the advantages of electronic distribution (particularly the ability to make corrections in the Copy of Record available from the Town website). We also decided to request that the Town webmaster (Bill Clark) change the presentation of the previous years' reports to utilize graphical icons that preserve the cover images from those reports. Mary will work on this improvement with the webmaster.

For the hardcopy distribution, of the 500 copies which will be printed, we recommended that 350 be delivered to the Town Clerk, 100 to the Council on Aging, and 50 to the Dover Library. At the library, we may wish to set up a "sign out" mechanism to track who picks up copies.

Historic Dover feature: We discussed what direction to take for 2017 in continuing the new practice of including in the Town Report a profile of a historical item of interest. Given that this year is the 70th anniversary of the Dover Foundation's creation in 1947, we considered developing a profile to acknowledge the continuing activities of this unique community group. Consider before-and-after pictures of the group, perhaps 1940s vs. 2017. Check on images in 70th anniversary celebration book. We will contact the Dover Foundation to discuss this further.

On another issue related to Dover history, we reviewed a letter from Pam Kunkemueller pointing out that no change had been made to the date listed for "first settlement" of the town. She had requested a change from the current "1640" to something like "late 17th century" or "late 1600's." We determined that this change is not within the purview of the DTRC. Pam will need to take this issue up with the BOS.

Designer & Printer: We approved the selection of Pat Dacey for report design and publication pre-press services and King Printing for printing hardcopy report books.

Editing & Other task assignments: We decided to continue with the committee division of labor that we have used over the past several years.

The meeting was adjourned at 10:20 a.m.

Respectfully submitted,

Hadley Reynolds, Interim Secretary