

## 2023 ISLAND DIRECTORY MEETING MINUTES

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**Date, Time:** Monday, June 13<sup>th</sup>, 4:00pm

**Attendees:** Anne Coughlin (lead), Karin Elofson (Scribe), Tookie Harris, Rev Will, Tyler Schwaller

**1) Call to Order – Anne**

**2) Approval of previous minutes – NA, first meeting**

**3) Remaining 2021 Directories**

- a) Anne to review list and see who has yet to pick up; contact other islands as well.
- b) Make an announcement about last efforts to pick up, a) in front of Ashmore Realty and b) at the library.
- c) Make plans to sell the remaining directories at various Island locations, such as the new coffee shop.

**4) 2023 Editorial Team – Anne, Tookie, Karin**

**5) Online Presence**

- a) Team re-affirmed that Directory will be a physical book and not listed on a website.
- b) Online links will continue to be used to gather updates and corrections for the Addendum.
- c) Karin to ask Faith and/or Alicia if a link to the addendum update process can be listed on [peaksisland.info](http://peaksisland.info).

**6) Volunteers for 2023; several key areas need support.**

- a) Data Entry – Barrington agrees to do it again. *Thank you!*
- b) Tyler offers his expertise in areas of online data gathering and Google forms. *Thank you!*
- c) Advertising Sales – **need new leads**
  - i) Cindy and David Hopkins – Will to ask; if not sales, do they have other areas of interest.
  - ii) Geoff and Brian – Tookie to ask. *After meeting note: Tookie reports they have shown initial interest and will join next meeting!*
  - iii) Nelson – Anne to ask
  - iv) Barbara Carter and Robin Clark – Anne to ask
- d) Artists and Musicians Section (blue pages) – **needs new lead**
  - i) Mary Labbe and Sarah Cuetara were suggested – Anne to ask
- e) Business (yellow Pages) – Tookie and Missy to lead that effort.
- f) Non-profits (green pages) – ask Marilyn if she is interested in leading this again; Faith York can provide input from the PI Community Collaborative.
- g) Listing of 'General Emergency and Handy Numbers' – Stephanie Eliot

- h) Organization of residents' information:
  - i) Bill Oliver has already agreed to organize Peaks – *Yay!*
  - ii) Karin has prepared first pass at 'yellow sheet'; this will be made available when old directories are picked up.
  - iii) Anne to contact other island reps, such as Jennifer Fox, to see if they will help again.
  - iv) The librarian on Chebeague, Katie Urich, will help there – new island addition to the directory!

### 7) Advertising Process

- a) It is important to gather the team and walk through the process, ensuring everyone is on the same page. This must include Karen Friedman and Rob Bunton as treasurer and collector respectively.
- b) Is Lisa Peñalver interested in being part of the process? Her participation would be primarily in Jan/Feb 2023, so less conflict with her landscaping commitments.
- c) We will continue to use Laura Marr Printing, Paul Ricci contact. We have an established relationship with them.

### 8) Schedule

- a) Intent to be ready for distribution by May 1, 2023
- b) Intent to get all materials into printer by Mar 1, 2023
- c) Fall Activities – important to get to businesses by end 2022 so that plan/cost of advertising is in their 2023 budget.
  - i) Reach out to previous advertisers and ask if they will to place the same or different ad.
  - ii) Reach out to new advertisers, especially in the Old Port.
- d) Artwork – place announcement on Peaks and other islands asking artists for black and white cover art submissions. Those not chosen may be included as inside filler.

### 9) Communication channels

- a) Peaks – Next Door, PI List
- b) Diamond Islands Association – internal newsletter
- c) Cliff, Long Islands – internal newsletters
- d) Chebeague – confer with Katie Urich

### 10) Distribution of Proceeds

- a) For the 2023 Island Directory, a portion of the proceeds will go to the other Islands as a show of gratitude.

### 11) Adjournment – 5:05pm.

### 12) Next Meeting – Monday, June 27<sup>th</sup> at 4pm.