

## 2023 ISLAND DIRECTORY MEETING MINUTES

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**Date, Time:** Thursday, June 30<sup>th</sup>, 1:00pm

**Attendees:** Karin Elofson (Lead/Scribe), Toookie Harris, Rev Will, Barring Coughlin, Linda Capone-Newton, Tyler Schwaller, Anne Coughlin

**1) Call to Order** – Karin

**2) Opening Prayer** – Tyler

**3) Reading of the Covenant** - Karin

**4) Data Analysis – from Barring**

- a) Post Office data shows 857 unique addresses on Peaks 834 of which are residential. There are 64 P.O. Boxes.
- b) We have 997 individual entries in the Peaks directory database. We have 627 unique addresses, and 11 who did not want their address shown. Faye Garman House residents who gave us unit numbers show as unique addresses; those who did not are not shown as unique addresses. The same holds true for all other multiple housing units on the island. These numbers do not include the addendum, or updates received but not yet entered.
- c) Conclusion - ~75% of Peaks Island households are included and theoretically would be reached by the advertising. This data point can be used by our Advertising Team.

**5) What limited data would be helpful?**

- a) There is general consensus that adding (h) for landline, (m) for mobile and (w) for work phone would be of value.
- b) There is no intention to go back through the database and update line by line, however residents/businesses can choose to provide this information by supplying updated information manually or by the online form.
- c) **If the entry in the 2021 Directory is correct – no response is required!** This will be highlighted!
- d) *After the meeting* - Anne confirmed with the printer that the extra column for this data is not an issue, and may only require a change in typeface.

**6) Review of online data form**

- a) Tyler will provide a top-level link that will bring a user to 4 links to choose from:
  - i) Residential
  - ii) Business
  - iii) Non-profit
  - iv) Artists, Musicians and Other Creative Neighbors
- b) Requested data will be tailored by section.

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- c) Tyler and Barring to work together on excel/Google sheets format to ensure easy porting over of data.
- d) The online data request form will be offered to other islands, if useful to them.

### 7) Notifying Residents

- a) When links are available from Tyler, a postcard will be prepared and sent Island-wide. Karin and Tookie to create postcard and organize mailing.
- b) The hard-copy information form for USPS mailing will follow inputs from Tyler's form(s). Karin and Tookie to finalize form and organize mailer. It is expected that the mailer is ~2 weeks later than the postcard.
- c) Karin to ask Faith if the PICC logo can be used to generate interest and maybe prevent postcard or mailer from being recycled before reading!!
- d) It is important that instructions be included in both the online and hard-copy data input formats.
- e) This will also all be sent out by Next Door and PI List.
- f) All data is due by Dec 1, 2022, to allow for follow-up and clarification where needed.

### 8) Other

- a) Some advertisers are reluctant to give to a church; it is advised that a canned response be prepared for our Ad Sales Team. This may be something like, "We understand your hesitancy, but please check out our website – you might be surprised! The Directory proceeds are used to support many programs that benefit our island community and those of 5 other islands in Casco Bay. All residents get a free directory."
- b) The team was reminded that all business entries in the yellow pages are at no charge; those that have purchased an ad are **bolded**.

### 9) Adjournment – 2:15pm.

10) **Next Meeting** – Next meeting to be scheduled after Anne and Barring return from Norway!