

CNA Media Team - Notes December 5, 2017

Present: Steve Elder, Nancy Varekamp, Gina Levine, Rob Rogers, Gordon Riggs, Judith Ross, Tamara Fowler, Dan Werle, Karen Wells, Rachel Richards, Marsha Sandman

1. Karen volunteered to take notes

2. Reviewed the February story line up doc from Nancy

Volunteer profile - Marsha will do

Fix It Fair - Tamara will do

Resident profile: Mary Tompkins (Crime Prevention Coordinator) - Rachel Richards will do

Resident profile: Cello busker - Judith will do

Business stories

Darling Distraction - Tamara will do

Coffee shop on Alberta near 20th - Joel? Not committed yet.

CNA Voices - Nancy will contact Truls Neal, Chair of Safety & Livability Committee, to write column

NE Fremont Silhouette mural - Karen will do

Bee keeper on Alberta and 26th? - Steve will do

Discussed that some of our stories are about businesses outside of the Concordia neighborhood, typically relatively close to the Concordia boundary. We agreed that, in general, that it is okay for CNews to run stories outside of the Concordia boundaries, as long as we make the conscious decision to do so and that there aren't too many stories in given issue of CNews.

3. Possible future topics

Going Queen (Victorian) renovation project - Rachel Richards

"Finn the Cat" at Concordia New Seasons

Pencil Test opening a branch in Seattle - MT decided not to pursue, no local angle to story

Solae's Lounge at 18th & Alberta

Church at 17th & Killingsworth

4. Advertising update

Overall, going well. Slow due to year end.

Tri Met advertises in the Hollywood Star. Possible lead for CNews.

Coloring Contest - 6 weeks until Jan 10, the next deadline for kids to submit artwork to Country Financial. Gina will post reminder on Facebook.

5. CNews printing & mailing update

Still working on adding the 400 apartments/units to the mailing list. The additions didn't happen for Dec CNews; now working to ensure the 400 apartments are added for the Feb 2018 CNews.

Not getting CNews, but think you should? Let Gordon know.

6. Volunteer opportunities

Two opportunities for volunteers on the Media Team:

- a. Share Neighborhood Info through ONI Notification
- b. Post CNA Events on Alberta Main Street website:

<http://albertamainst.org/calendar/calendar-submission-request/>

Let Gordon know if you're interested in helping to post CNA events to organizations outside of CNA.

7. Facebook

- a. Facebook guidelines from Lents Neighborhood Assn. Looking for volunteer to review and compare to CNA guidelines.
- b. Posting links to CNA website on Facebook. How to get a better desired result (currently inserts an image with repeating text)
- c. The current cover photo is of McMenamins Kennedy School sign. How about having a set of images that provide a broader view of Concordia neighborhood?

7.a. CNA Board changes

The Media Team has two Liaisons to the Board: Steve Elder and Daniel Greenstadt. Daniel has chosen not to continue on the Board (annual elections were held on Nov. 1) and will therefore no longer serve with Steve and liaison. If anyone is interested in serving on the Board, and either lives in the Concordia neighborhood or owns property in the neighborhood, please contact Chris Lopez, Chair at Chair@ConcordiaPDX.org.

8. CNA Website: review current status, identify needs/goals, plan for updates

Over the past year, the Media Team has focused on improvements to CNews and Facebook. Now is the time to make a long term plan for the website. Initial questions:

1. What are the needs of the CNA Board and CNA committees?
2. How can the website best serve the Concordia community?
3. How can the website support CNA's mission?
4. What is the role of the website with respect to CNews and Facebook?
5. How is the current website being accessed? i.e. how often, for what information, from what types of devices?

Media Team agreed with a plan to form a sub-group of the Media Team to review the current status of the website, identify the needs/goals and report back to the Media Team with recommendations for changes to the CNA website.

In this discussion, it was expressed that the website needs to be content focused, user focused and user friendly.

The Media Team also proposed that the sub-group develop a very short survey (3 or 4 questions) to start to solicit input about the website: e.g. Why do you use the website? What information are you trying to reach on the website? Do you know there's a website for CNA? It was suggested that deployment of a survey could be handled through Facebook, the CNA website, and in the February CNews.

In addition, Gordon suggested that the sub-group also start by asking Board members, members of committees (e.g. LUTC, Social, Finance, Safety & Livability) how they use the website, how they want from the website.

Rob volunteered to work on the sub-group. Gordon will contact Eric and Tami, as they were both not at tonight's meeting.

Next Media Team Meeting, Tues, Jan 2, 2018, 6 p.m. @ Kennedy School Community Room