

CNA Media Team Meeting Minutes Tuesday Feb. 4, 2020, 6 - 7:30 p.m.

Agenda

Introductions, volunteer to take minutes, additional items for agenda	5 min
CNA board meeting update:	10 min
CNews redesign, hand delivery of CNews	
Advertising update	5 min
Facebook update	5 min
Review and finalize the March 2020 CNews line up	15 min
Build the April 2020 CNews line up	30 min
Brainstorm new story ideas for April and beyond	
Weigh in on Page 12 readability	15 min

Next MT Meeting: Tuesday March 7, 2020, 6 - 7:30 pm, Kennedy School Community Room

MINUTES FROM Gina

In attendance - Gordon, Kelley Mliki, Marsha, John, Carrie, Kathy, Nancy, Dan, Gina

John and Kelley Mliki met in the bar on the way to the meeting and Kelley Mliki is a writer and very interested in Pacific NW history. She lives in Concordia and reads the paper every month so it is great to have her!

Gordon shared that the board will be taking a look at the redesign of the CNA logo tomorrow during their meeting. Gordon will also be talking to the board about hand delivery of the papers (a few people to help deliver is the goal). Astrid (new chair) would like to contribute to the paper every month with a "chair's corner" by providing a summary of the meeting and call to action in regards to what the board and CNA are working on.

Nancy shared a portion of her discussion with Astrid in regards to community partners. At one point we had given free ads to Alberta Main and the board was not happy about giving to Alberta Main but not other community organizations. The board has had this on agenda for months now but always runs out of time. It has been decided to create a meeting just for the purpose of this discussion and it will be held at the March CNA meeting. Dan and John spoke more about the Community partner idea and the draft letters.

Gina spoke to ads and disclosed that this Feb is the smallest revenue since first started 3.5 years ago. The idea came up to offer specials for ads. Potentially we put together three month "specials" or spread packages. Or -- potentially we raise all the rates and offer specials that are similar to the pricing that we have now. There was also talk about putting our content online and selling ads. We discussed making sure that every new business should be visited and offer of a new advertiser special. All sounds amazing. We need to consult with the board and then figure out a plan to move forward.

April --

Marsha would like to split her stories about Faubion and Vernon garden programs. One for March and the other for April. We need to look into if Rigler also has a garden program story to share (May???)

Doug Decker has a super cool story on his blog about Concordia history and we can use that for an upcoming.

Dan Werle is writing a story on the new Our 42nd Avenue manager and the group's new relationship with NAYA.

Kathy Crabtree is doing a story about Filling Station.

CNA Voices will be filled by Astrid for 2020 (woohoo!)

Need more stories for April - Dine out for life would be a great thing to promote. It is the end of April and many restaurants offer a portion of their profits to help HIV and AIDS patients.

PBOT adding sidewalks and ramps where they don't (Garlynn?)

Stewardship Saturday Ainsworth habitat corridor project -- Feb 8th -- master plan to restore habitat to natural habitat with native shrubs, rushes & grasses to the median.

Concordian Curiosities OR Quirky Concordia - run the first one AND make an ask for more.

March --

Jordana would like an update with the closing of her project and potentially we can also post her website on FB or our website to also help.

Jordana Leeb's update is about the next step, which is inviting people to submit their work(s) for an art show in August.

June and beyond

1- Brenna Wrye-Simpson is a professional cyclist and manager of a professional cyclocross team. She is the only woman in the world who runs a cyclocross team pit. Cool person to highlight.

2- Why is there a dividing line that exists between Concordia and Cully on 42nd where 1/2 is us and 1/2 is them? Interesting to find out.

3- Community education center, Alder Commons, where the Ivy School was. Membership based with classes and kids events.

Page 12 - events calendar. What do we think about this page? - It is dense - It is full - it has no pictures - Is it all applicable

John was thinking we could add the back page to google events and we would be able to track who went or wanted directions on how to get there.

Gordon commented on the titles - he would rather have shorter titles so people can find what they are looking for and then get info from there. Also want to make sure descriptions are shorter and with more punch.

Nancy said that she is getting these from people that are submitting and she is already editing them big time. She is fine to hack the content more.

Gordon says it is more important to find your way through the content then be consistent.

Everyone gasped!!!!!!!

Dan said that he always scans for certain things. We agree that it is best for editorial content to not show favoritism. We agree that it is best to have pictures that prove interest. We might want to call attention to a Concordia Event (in a box?) We are going to talk about this next month.

HOMEWORK!!!!!! Everyone should look at other newspapers and bring them back to see what other papers are doing for their event page.

In the meantime for March issue - different lengths, shorter/varied content, pictures

Thanks all!!!!