

CNA Media Team Meeting Minutes | Tuesday Feb. 1, 2022, 6 - 7:30 p.m. Virtual

In attendance: Nancy Varekamp, Gordon Riggs, Heather Pashley, Gina Levine, Mac Larson, Peter Keller, Steve Elder, Erin Cooper, Marsha Sandman, John McSherry, Javier Puga-Phillips

Sharing of contact information

- Media team agreed that we should ask for permission before we offer contact info of sources
- Request that board develop a policy for CNA, this situation does not just come up in the media team but may come up in CNA business also
- Gordon will write a letter/policy to offer to the board for approval

Gordon's notes: CNA's mission to connect neighbors, businesses. Also want to respect people's privacy. If a reader (or someone else) wants contact information CNA holds, we can offer two solutions:

Point the reader towards public sources of information that include the contact information being requested. Secondly, CNA can provide the reader's contact information to the person the reader wants to contact. Thereby leaving it up to them to work out.

Review and finalize the March 2022 CNews line up

Features:

- **Marsha:** Leaven Community
- **Mac:** Whitaker Ponds
- **Nancy:** Heart in Hand, 20-year anniversary
- **Javier:** New Mexican restaurant
- **Nancy:** Bolt 15-year anniversary (and new owners)

Shorts:

- **Spring Egg Hunt**
- **CNews Updates:**
 - Final CNA board position filled?
 - Eddie "The Weatherman" Morgan – who placed/tends the plaque?

Build the April 2022 CNews line up

Features:

- **MAC LARSEN:** Rabbit Advocates. A neighbor of Peter is a foster home for the organization: <https://rabbitadvocates.org/>
- **TREE TEAM MEMBER** Concordia Tree Team – April events
- **NE VILLAGE VOLUNTEER:** NE Villages – Eileen Dinnis (and perhaps Donn)
- **MARSHA SANDMAN:** New business: bagel store on Alberta in old pie shop
- **PETER KELLER:** EV Rides (business on Columbia) / **NANCY VAREKAMP:** Earth Week sidebar re: activities

Shorts:

- Spring Egg Hunt
- April & June pick ups
- CNews Updates?

Review Media Team Content Guidelines

- FB and other social media have current guidelines on what we promote on our socials and why.
- Currently, we offer promotion/content on socials (starting with FB) with advertisers and during the pandemic we started allowing any business in Concordia or contiguous neighborhood to post updates about their business.
- It was agreed upon that Instagram should have different guidelines than Facebook, although they will share some guidelines.
- Some items that should be in guidelines for Instagram are:
 - This is a social page, building community and showing off our neighborhood is goal;
 - We should obtain permission from people before we post on page, pictures of minors need written permission from parent or guardian;
 - We should not post identifying things on the Instagram page (such as address or street name);
 - We should not allow offensive posts or comments.
- The media team agreed that the current Media Team Content Guidelines need to be updated to include Instagram. These updated guidelines will then need to be approved by the board.
- Gordon agreed to draft updated guidelines with review and input from Javier and Gina. Anyone else is welcome to join in developing the new draft of the guidelines. The new draft will include:
 - An overall section of guidelines that apply to all social media;
 - A section for Facebook only and;
 - A section for Instagram only.
- In addition, the draft will include any changes to improve readability, especially as it pertains to the section on community calendar & Facebook posting guidelines in order to address concerns raised by a Facebook follower.

Advertising

Staying steady with current advertisers. Feb is typically a slower month so getting ramped up for spring!

Facebook

Our group has nearly 700 members! More activity and discussion every day. It's great to see :)

Next MT Meeting: Tuesday March 1, 2022, 6 - 7:30 p.m. | Venue: virtual