



**Board Meeting Minutes**  
July 10, 2024

**Board members in attendance:**

Chair – John Fitzgerald	Present
SW 1 & Treasurer - Brian Schutte	Absent
SW 2 & Secretary - Megan Gobble	Absent
East 1 - Donn Dennis	
East 2 & LUTC Chair - Rich Burton	Absent
NW 1 - Ike Harris	
NW 2 - Matt Roberts	Present
At Large 1 - Robert Bowles	Present
At Large 2 - Patricia McMahon	Absent
At Large 3 & Vice Chair - John McSherry	Present - acting as Chair
At Large 4 - Lauren Falkner	Present
At Large 5 & Social Chair - Michelle Fitzgerald	Present
At Large 6 - Lucy Morrow	Present

*Recording Secretary:* Lauren Faulkner

**ALSO IN ATTENDANCE:**

Media & Committee members - Elaine Oliver (News Ad Sales), Dina Sage (Media Team Lead) , Gordon Riggs (CNews Designer)

Public Guests - Alicia Yerxa + others (not recorded)

- **Top of meeting** - Meeting started at 6 pm. Approved June meeting minutes & July Agenda

**New Business:**

- Vote on hiring Michael Raines for the media team position. Matt Roberts made a motion to approve. Lauren Falkner seconded. Call for discussion.
  - Position will be paid in July for both Michael and Gordon during training.
  - Robert made a motion to pay Graphic Designer to train to take over Gordon's position, resulting in pay to both for the month of July. Seconded by Lauren Falkner. Both motions were approved.
- Patricia McMahon resigned - Vote on approving Patty's resignation. Matt Roberts made a motion to approve. Lucy seconded. All approved.
  - At-Large-2 position will be advertised this month and voted on in August for anyone in the community who wishes to run.
- Website Design - Michelle proposes we authorize a person to complete a new website design. Free via PSU. Asking for board approval, and for a volunteer to manage the process (not Michelle). Group that takes this on will take those decisions and bring them back to the board.
  - Matt would be happy to reach out and be a representative for the board. Assumption it'll take a semester (quarter) to complete.
  - Michelle to email Matt the info and make introductions.
  - Question over whether or not we need to vote on the process. John F. does not believe we need to vote at this time. Agree to proceed.
- Community Room booking intern discussion tabled - no board member ready to discuss.
  - Questions over who would fulfill an unpaid intern position
  - Questions over whether we should make it a paid position
  - Request to advertise in paper backed out, tabling for now while board decides on direction (paid, not paid)

## **Committee Reports**

- Finance - Brian not available today. Finance report shows we are in the black. John McSherry relayed that Brian voiced concerns over room revenue booking if bookings continue to slow down.
  - Suggestion to advertise on social media for room availability.
  - Annual fee (\$400) to pay USPS to mail things. Not clear what. Robert was contacted by USPS as a backup/former treasurer. USPS was trying to contact Heather, the former CNA treasurer.
  - See action items for Brian
- Social Media / Instagram - Michelle has been posting and boosting info for local events on social media.
  - Michelle to unpin a post from October 2023
  - Question - can we share the instagram account on Facebook? Lack of engagement otherwise.
  - Dina offered to do a house add - we're on facebook/instagram and a QR code.
  - Gordon to confirm if we have a house ad that lists our facebook and instagram handles? CONFIRMED. Question - where is that listed? Dina to ensure house ads are more prominent in upcoming issues.

- Land Use - Rich is absent. Table updates.
- Media Team - Met July 8th at Baerlic.
  - A link to a podcast episode was the post with the most likes.
  - 38 new members joined the new FB group.
  - Could we link FB and Instagram together? Yes, but it needs one person managing who has access to user name/password for both. Action item.
- Ad Sales - Elaine update.
  - Elaine is exploring doing more on social media for advertisers in the paper.
  - Current state - when someone goes to post on the socials, the board has to approve on the back end. Elaine offers to the group - do we provide broader access to the board to ensure posts are approved in a timely manner?
  - Dina validates FB has five people with access. Instagram may only have 1 person (Michelle).
  - Matt clarification - are we allowed to post advertisements to social media pages. Dina validated that the bylaws allow nonprofits, Kennedy School renters, local business advertising partners.
  - Elaine requests access to FB/Instagram. Dina agrees Elaine should have access.
  - Lucy brings up a different social media platform and resident pushback on advertising.
  - Robert mentions issues on the previous iteration of the board with frustration over competitor business posting, hurt feelings and someone left the board.
  - Lauren recommended providing clear guidelines (matches advertisement in the paper, non offensive, only can be posted x number of times per month, etc).
  - Elaine mentions that if we advertise on social media, we can boost advertising for the community room in the Kennedy School simultaneously.
  - Matt - do community partners (free access) get to advertise on social media? Yes, in line with bylaws.
- Technology - no one available to update. See action item for Brian.
- Concordia Commons - Lucy update.
  - Had a July 1st Zoom meeting.
  - June 22nd Mural painting party was a big success.
  - Kepper has put in request for additional planters with PBOT.
  - Question over whether white barrels will be removed.
  - Makers market occurred in July 'backyard babes' 12 vendors. Fairly good turn out.
  - 'Big' old news. Got a "street closed" sign on 30th and Jarrett. Thanks PBOT.
  - Sunday July 14th, second concert from 4-6. Other Concerts will be on August 11th and September 8th. Request for better turn out from the board to CC events that we sponsor.
  - Events by other groups: See the article in the paper for the August 4th Old Time String Jam band. On September 14th there will be a Chinese medicine demonstration.
  - Won't do National Night out on August 6th. Competing with too many other groups. Recommendation to do this next year, but announce in advance. Ideas

for next year: 'old times bike parade' where kids decorate bikes. Plan with Sunday Parkways groups to block intersections? City waives the fee during that week for block parties, which is why groups schedule.

- Current decision is to move those festivities to September 21st. End of summer party in the commons.
- John M suggests the Friends of the Commons get all events to Dina so that we can advertise.
- Lucy hung signs in the commons: 'coming to Concordia Commons' along with all approved events and the date. Lucy will repost the music flier.
- Additional ideas for boosting engagement. Figuring out who the PTA presidents are for local elementary schools (Faubian, Vernon) and asking them to cross post on their social media pages.
- Issue with QR code. See action items.
- Ad Hoc committee for brand - John F. had to leave the meeting. Tabled for next time.
- Announcements: Tool library is 16 this month!
- John M - Adjourned meeting.

#### Action items

- Finance. Brian to contact USPS to update treasurer info (Robert Bows sent email to Brian with contact info).
- Finance. Brian to verify he has access to CNA credit card on file with USPS.
- Finance. Brian to verify we are paying monthly wifi bill. Validate with Meghan per email.
- Media Team. Dina to follow up with Michelle to request instagram login/pw.
- Media Team / Ad Sales. Dina and Elaine to work with Brittany to transition instagram account to media team email.
- Concordia Commons QR code: All the fliers and social media have a virus that impacts only Android phones. Lucy does not have an Android and cannot validate. Lucy working with Michelle and Dina to resolve.