

2015-02-04 Communications Meeting Minutes

Attendees: Walter, Meg, Lindsay, Mike, Ben and Diane

1. Review 2015 Calendar Events

Discussion - Is the calendar current, are updates needed, anything unscheduled, etc.? Event plans for 2015 are not set yet. Assumed the following will occur:

- Country Breakfast
- Turkey Run: Saturday, November 14th (second Sat of Nov)

Brainstormed suggesting community events such as “Recycling in the County” and a “Funny Girl Farm Tour”

2. Website – New Content or Modifications

Discussion - Any new content or modifications that we should consider adding to the web site?

ACTION: **Lindsay** to investigate how to give people access to a secure area on the server. **IN-Progress** Docs on web/file server. They are looking into putting an index together of content and password protections, - **9/25**
Lindsay created a protected space located on the web that board members and comms committee can log into with a password.

ACTION: **Lindsay** to resend link, passwords, etc. to everyone

ACTION: **Lindsay** to archive 2014 events on home page and add 2015 Breakfast and Turkey Run on website after next Board meeting (hopefully there will be more events proposed to also add)

ACTION: **Lindsay** to add www.facebook.com/newhopeimprovement icon/link to the website

3. Newsletter

Discussion – When? And what should be included? There are ~300 “Forever” stamped envelopes that can be used for a proposed March membership drive/ newsletter. Mailing will go to current and former members, not entire area like in 2014. Topics to include are: Turkey Run success and link to news article, new board members, encourage members to invite neighbors and people building new homes to join NHIA, new Facebook page.

ACTION: **Diane**, in next Newsletter, to do an update about Natural Gas in the Mimosa neighborhood

4. Other Business?

a. Social Media? (Ben)

Discussion: Would having a social media presence be beneficial for recruiting/involving a more diversified NHIA member base? It was determined that Facebook would be the most appropriate form of social media for NHIA. Ben shared the link to www.facebook.com/newhopeimprovement that he has up and running. Ben will manage the site content. It will be used for NHIA events & dates; waiting for some content before making any updates. Plan is to use pictures of the iconic sign in front of the fire station to advertise the events.

b. 2015 Communications and Budget

Discussion: Create a comms wish list and budget request for 2015

| | 2015 | 2014 | comments |
|--------------------------|---------------|---------------|---|
| Website | \$ 10 | \$ 520 | \$10 annual maintenance; in 2014 paid \$20 (due every 2 years for domain name) + one-time \$500 for website |
| Facebook | \$ 50 | - | NEW in 2015!!! to sponsor post and page advertising |
| Newsletter Printing | \$ 325 | \$ 510 | 3 newsletters; 1 USPS mailing and 2 electronic only + some printed copies of all 3 newsletters to have on hand at events and in NHIA porch box. |
| Postage for 1 Newsletter | \$ 0 | \$ 300 | Use around 100 of the ~300 pre-stamped envelopes for one newsletter to encourage membership renewals. |
| Database | \$ 0 | \$ 0 | (part of website) |
| 4 Event Signs | \$ 340 | - | 48x36 reusable signs for events: 2 for the ends of Whitfield + 2 at both ends of Mt. Sinai |
| Annual election ballots | \$ 15 | \$ 15 | Ballot Printing |
| TOTAL | \$ 740 | \$1345 | |

c. List Server:

Discussion: how do we leverage the list server? “News” will be populated with all the emails in the NHIA database. People can decide to unsubscribe. NHIA notices can be sent using this list. It is a one-way communications out only. “Building” committee and “Board” are already up and running.

ACTION: **Mike** to create Comms”. It will be populated with the communication committee members. It will be unadvertised / private. Emails will be archived so new members can catchup when needed.

d. Building

Discussion

ACTION: **Walter** to take purchasing Plexiglas for two 48x36 reusable signs to the board for cost approval in time for the Turkey Run. **CLOSED** Comms may include in budget request.

ACTION: **Meg & Walter** to work with Board to set Room Rental rates (hidden pricing opens assn. up for suspect) – **9/25 DEFER** until after board elections **CLOSED: Rental committee should propose to board**

e. Sue Whitfield Commemoration

ACTION: **Walter** to write the commemorative speech; deferred until bench is ready **IN-Progress 8/28**
Bench installed, will give at Country Breakfast when family is present **9/12** Family not attending Breakfast so need another time – **9/25** new plan is to ask family for a date they can attend and then invite NHIA members

Next Communications Meeting to be scheduled for Thursday, March 12th if there are events decided at next Board meeting as content is needed.