

2015-04-02 Communications Meeting Agenda

Meeting rescheduled from Thursday, March 12th

Attendees: Walter Fowler, Mike Doub, Meg McCann, Diane Doub and Ben Abrams

Absent: Lindsay Carroll

1. 2015 Calendar Events - Discussion: Review the calendar and determine which we need to support in near term.

Saturday, April 25th - Duke Forest Botanical Tour with Bob Peet

Tuesday, April 28th – NHIA Members Meeting

May TBD - Funny Girl Farm Tour

Sunday, July 12 - Ice Cream Social

Saturday, Oct 3rd - Country Breakfast

Saturday, Nov 14th - Turkey Run

Nov TBD – Annual Members Meeting and Board Elections

Dec TBD - (optional- maybe holiday themed in conjunction with NHVFD xmas tree sale, i.e. xmas market, hot chocolate sale?)

2. Communication Systems

a. Website - Discussion: (none)

- 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. **COMPLETE**
- ACTION: Lindsay to resend link, passwords, etc. to everyone **COMPLETE**
- 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) **COMPLETE**
- ACTION: Lindsay to add www.facebook.com/newhopeimprovement icon/link to the website **COMPLETE**
- ACTION: Meg to provide copy of signed lease

b. Facebook - Discussion: decided that Facebook updates will happen when the NHVFD sign goes up.

c. Newsletter - Discussion: When? And what should be included? We'll use some of the ~300 "Forever" stamped envelopes for a mailing to current and former members, not entire area like in 2014.

- ACTION: Diane, in next Newsletter, to do an update about Natural Gas in the Mimosa neighborhood. Other ideas 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 – **PENDING** gas line installation
- ACTION: (from Board) Walter to write the "letter from the board" to include the proposed community center transfer to the fire department. Due by end of day Tuesday, April 14th
- ACTION: Walter to send Diane one good picture from the Turkey Run to use instead of the 3 small ones.
- ACTION: Diane to have newsletters and labels ready for "stuffing" on Friday, April 17th

d. List Server/Emails- Discussion:

- ACTION: Mike to create "Comms" list server. 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. **COMPLETE**

e. Signs

- ACTION: Mike to create a sign mock-up to share at board meeting on budgets

f. News Outlets (Chapel Hill News/WCHL/etc.) - Discussion: Decided to only contact news outlets for events that can accommodate participants from outside the community. Good ex: Turkey Run, breakfast and the recycling event. Will not do for Botanical Hike and Funny Girl Farm tour.

3. Other Business

a. 2015 Communications and Budget

Discussion: Budget submitted to Treasure but NHIA budget not ready for Board approval.

	2015	2014
Website	\$ 10	\$ 520
Facebook	\$ 50	-
Newsletter Printing	\$ 325	\$ 510
Postage for 1 Newsletter	\$ 0	\$ 300
4 Event Signs	\$ 340	-

Annual election ballots	\$ 15	\$ 15
TOTAL	\$ 740	\$1345

- ACTION: (from Board) **Comms** to investigate cost of a projector to use for NHIA events and add to Comms budget: - \$399 was deemed too expensive to purchase and \$125 was too expensive to rent. **COMPLETE**
- ACTION: **Walter** to see if he can borrow a projector for the April 28th members meeting.

b. Sue Whitfield Commemoration

- ACTION: **Walter** to write the commemorative speech; deferred until bench is ready **IN-Progress 8/28/14**
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 – **4/2** looking to do in conjunction with the family home going up for sale in April.

c. Duke Forest Botanical Tour (Saturday, April 25th)

Discussion – What does Comms need to do to support the event?

- ACTION: Publicity for Botanical Tour
Mike & Walter to setup NHVFD sign
Mike to send mailchimp email
Lindsay to update web page with blurb
Ben to update Facebook
Diane to include in April newsletter

d. NHIA Members Meeting (Tuesday, April 28th)

Discussion – What does Comms need to do to support the event?

- ACTION: (from Board) **Comms** to figure out an option for showing PowerPoint slides at the Members' meeting – **Mike** to create draft google slide presentation for Gail to review
- ACTION: (from Board) **Comms** to handle publicity (newsletter, email reminders, web site, Facebook and outdoor sign) for the Members' Meeting
Walter & Mike to set up NHVFD sign
Mike to send mailchimp email: use Walter's verbiage from the newsletter.
Lindsay to update web page with blurb
Ben to update Facebook
Diane to include in April newsletter; use Walter's verbiage

e. Funny Girl Farm Tour (in May ?)

Discussion – What does Comms need to do to support the event?

- ACTION: **Ben** to finalize a date for the FGF Tour and write a brief description. We'd love to see the chickens, barn, mushrooms, green houses and graveyard. Proposed to meet at the Farm Store.
- ACTION: Publicity for **Funny Girl Farm Tour**
Mike & Walter to set up NHVFD sign
Mike to send mailchimp email
Lindsay to update web page
Ben to update Facebook
Diane to include in April newsletter

Next Communications Meeting to be scheduled for Thursday, TBD end of May/June – pending date for second members meeting