

UPDATED-Minutes from Communications and Outreach Committee meeting – 8/25/2010

Present: Ed Brooks (D1), Lori Kahn (D1), Hugh Graham (D9), Matt Wahlin (D8), Ernest Guzman (staff)

1) Workplan Discussion

A short discussion was held on the status of the draft workplan for the C&O committee which was discussed in the June meeting. Everyone agreed that we had made some simple revisions to the document for our approval and presentation to the Commission, but we lacked notes on who had volunteered to do it. Matt volunteered to send out the version that we were working on to everyone and see if he could find out who has the revisions.

Update: A hand-written copy of the revisions was found; Matt will produce a soft-copy of the changes and forward it to the NDC for distribution to the C&O members. If it matches everyone's recollection as the correct changes, it can be presented at the next full Commission meeting.

2) Best Practices Discussion

Ed led a brainstorming session on the “Best Practices” we want to document for the Committee. These were broken down roughly as follows:

- Practices for Encouraging Development of Leadership Groups
 - How do we make the “pitch” to a potential LG?
 - Look for common issues amongst neighborhoods.
 - Meet to FIND a common issue.
 - Emphasize that it gives them a stronger voice
 - ...it gives them access (the council office & NC will work with them)
 - It has an impact over a wider area-- emphasize the “bigger picture”
 - Groups can include:
 - business groups
 - homeowner groups
 - youth councils
 - large churches
 - ethnic groups or newsletter/ yahoo groups.
- Practices for Encouraging Formation of Neighborhood Groups (NGs) In Un-Served Neighborhoods
 - Encourage use of sign-in
 - Ask members of NGs who attend caucuses if they know of leaders in the areas
 - Distribute flyers in neighborhood lacking coverage
 - Identify “homeowners association” and use US Postal to reach them for “closed” communities such as trailer parks, closed apartment complexes, etc.
 - Get nearby NG leaders to “mentor” process:

- Bring in the NDC
 - Bring in (invite) Council Office
 - ENCOURAGE a first meeting (can be informal)
- Communication Methods, including:
 - U.S. Postal Mail
 - Phone Trees/ Autodialers
 - Yahoo Groups
 - Emails
 - Flyers – Include a simplified version of our process: “**How to be Heard**”
 - PTAs and other non-profit groups should be contacted
 - Walk neighborhoods
 - Get youth organizations (scouts, etc.) involved...
 - Development and Maintenance of Contact List for NGs
 - List for each District 'belongs' to Commissioners for that District,
 - List should be “archived” with the NDC (in case of turnover of Commissioners)
 - Lists should ONLY be shared with people who helped develop them, ie. If the District Council Office shared information with us, the list can be shared with them
 - When adding new NGs/ contacts to the lists, allow them to “opt-out” on sharing of their contact information beyond the NDC and Neighborhoods Commission.
 - Maintenance of “Coverage Maps” for each District
 - Provide an easy visual aid for locating under-served neighborhoods
 - Should be developed/ maintained by NDC staff using software that incorporates concept of visual “layers” (such as Photoshop, Photoshop Elements, GIMP [Open Source tool])
 - If already being done by Council Office *Meet with them and encourage sharing of information with the NDC.*

It was agreed amongst those in attendance that Matt would take a stab at typing up notes from our discussion (see above), and that we would then divide up the work of fleshing them out further among ourselves, using the following schedule:

- I. Volunteers identified by Monday, 8/30***
- II. Draft sections produced by 9/8/2010, and distributed through NDC to C&O Committee***
- III. Drafts assembled and finalized at next C&O meeting (9/22/2010)***
- IV. Best Practices document → full Commission for approval in October meeting.***

3) Discussion/ Action District Caucuses

Ernest presented the current list of caucus dates and locations, and asked for updates. It was also recommended that each District include a set of questions at the end of their presentation, including “Do you know any NGs that we have missed, and how we can contact them?”