



**Mid-City West Community Council  
Communications/Outreach Committee  
Meeting of September 22, 2008**

Meeting held at:  
Room 106, MCW Office  
National Council of Jewish Women  
543 N Fairfax Avenue

**MINUTES**

**1. Call to Order:**

Meeting called to order at 7:08 PM by Ryan Bruyninckx.

**2. Roll Call:**

Members present were Ryan Bruyninckx, Nina Diamante-Vera, Ken Draper, Jennifer Levin, and Sonia Rubin.

**3. Approval of Minutes:**

Minutes of September 2, 2008 meeting approved by K. Draper, seconded by N. Diamante-Vera.

**4. Discussion of Marketing Plan for Committee and Outline Plans of Action:**

a. *New Message/Branding Development:*

Committee motions to table this item for further discussion upon Arturo's return. K. Draper poses question to be addressed in next meeting in regards to logo redesign: Why do the logos need to be redesigned?

b. *Listening Tour:*

Committee motions to table this item until a later date. However, initial concerns were brought up by committee members:

- Committee should come up with a more exciting way to present information and promote the listening tours.
- How to make radio spots/shows more specific to neighborhood.
- Accessibility factors for disabled.
- Need to hit the listening tour promotion from several angles with a short, concise script with enough appeal to get people to contact us or come to the meetings.

Committee was in agreement that there may not be enough response for the effort inputted to get a radio spot created and aired. K. Draper noted that flyers/press releases delivered by people in the past have been able to get more people in the doors and is more efficient and is more productive, and that utilizing the same approach with email would be just as successful or more.

The question was raised to be answered in next meeting: What is the return in relation to costs on the idea of radio ads/spots?

c. *Day-To-Day Media Outreach:*

Committee agreed to table item and come back at a later date.

d. *Day-To-Day Community Outreach:*

Committee agrees that the number one priority for the committee should be the enhancement and/or redevelopment of the website, as the website is the core component to the committee's and board's marketing and communication outreach. R. Bruyninckx presented analysis of current site conditions and recommended solutions. Committee agreed that for the next committee meeting we review the website and Content Management System together on a laptop or desktop and be the first agenda item addressed.

It was also noted that committee needs to create a process to get information in a timely manner and out to everyone -- Who gives to Sonia? Who will write articles? Who will post motions online? Who will disperse among board members?

Committee also addressed need to create documents/packets to welcome board members, stakeholders, etc., providing a wealth of information and tools so that board members or stakeholders do not need to search for information.

Committee agreed to, as an interim solution, to clean up the website and remove any unnecessary and out-dated content.

It is suggested that committee should consider additional ways of collecting and obtaining email addresses.

K. Draper suggests ability to post content on a regular basis to the website on important items and send out a eNewsletter once we have an email database up and running.

N. Diamante-Vera noted she can provide community news information to members of television/news media, as she sees many members regularly.

R. Bruyninckx assigned to find out if creating a group page on a social network, like Facebook, is legal as we are a government entity. And if so, who would be in charge of maintaining the page?

e. *Elected Officials Engagement:*

This item has been tabled to come back to at a later date, per the Committee's motion.

5. **Committee Comments:**

J. Levin presents information on establishing a neighborhood identity, specifically by creating lamppost banners and signage to place within our Council boundaries. She will investigate further with the City on what the financial impact on doing such a project will be, as well as procedure on applying for permits.

K. Draper expands on above comments and suggests a plan to also create an identity using graphic artwork and placement on banners and posters to distribute among community businesses.

6. **Next meeting:**

The next meeting was scheduled for Monday, October 27, 2008, at 7:00pm, inside the MCW office (meeting place subject to change due to pending availability of internet access on-site).

7. **Meeting adjourned at 8:56 PM.**