

CNA Media Team - Notes November 7, 2017

Present: Gordon Riggs, Susan Trabucco, Steve Elder, Gina Levine, Rachel Richards, Tamara Fowler, Rob Rogers, Karen Wells, Dan Werle, Joel Dippold

1. Dan volunteered to take notes (and watch the clock) for today's meeting.

1.1 Many thanks to Karen for stepping up to help with November CNews.

1.2 Share Neighborhood Info through ONI Notification - volunteer to do this? - postponed

2. Dec issue story line up

- Reviewed December 2017 Story Line up doc from Nancy.
- Writers Rachel, Karen, Tamara, and Joel are all on track with their respective stories.
- Tamara asked that her byline include her middle name: Tamara Anne Fowler.
- Discussed how to provide follow up on the Dan Mewth story (in Nov CNews)
 - Susan will pursue getting an update on Dan's housing status, and will contact Street Roots, if necessary.
 - Discussed for Dec CNews issue possibly including a very short teaser story, with link to read more on the CNA website.
- Karen's idea for Fremont Street business/mural story
 - Discussed pros and cons of the story: agreed that we only want to write stories on new businesses, or when business has a significant event (e.g. 5 yr, 10 yr anniversary). Adjacent neighborhood is fine.
 - Agreed to proceed with a mural "plus" story for Feb CNews. "Plus" means that the story can touch on the business, as well as the mural.

2.1 Susan reported on attending a recent Alberta Main Street event regarding their long-term planning. Susan will contact Sara at AMS about future update from AMS to include in CNews.

2.2 Discussed, in general, ways to provide updates to old news in the current issue (e.g. Dan Mewth story).

2.3 Regarding the Nov CNews, Susan expressed concern over her difficulty in reaching businesses for her story. How best to handle, the need for a "Plan B," importance of timely communications. Agreed to continue discussion and develop policies to help writers and editor, at a future meeting with Nancy and writers.

2.4 With Nov CNews, Gordon described having to re-upload selected pages to printer due to printer missteps. Susan suggested we have a process that allows for multiple people on the team to handle such timely requests in the event that I was not available.

3. February (future story) leads

- Postponed to Dec 5 Media Team meeting

4. Advertising update (Gina)

- Art Contest
 - Will be changing layout of the two ½ page ads so that more space is available to display the two selections.
 - Gina will talk with Geoff at Country Financial (the Art Contest sponsor) about getting the art to Cerimon House for CNA's holiday party.
 - All agreed that when/if the number of entries is "large," we'll find a way to get them all scanned and available on the CNA website.

5. Report of Media Team's 1 year review as presented at the Dec CNA Board Meeting (Nov 1)

- Overall, report was well received by Board
- Highlights:
 - Receiving more feedback from readers;
 - Developed Facebook strategy, increasing participation with 140 members of Facebook group;
 - Financial: over past year, expenses exceed income from ads by about \$330/month.
- At board meeting, one member asked about adding Twitter to the social media mix.
 - Media Team discussed, no decision at this time.

6. CNews printing & mailing update

- Cost for color printing: ~ \$210/mo for 1 plate (pages 1,12, 6, 7). With whiter/heavier paper, about \$300/mo.
 - Acknowledged extra effort for layout & graphic design (Gordon)
 - Discussed possibly doing an anniversary issue of CNews using color
 - No decision made, will discuss in the future
- Because of a reader commenting on Facebook, we've discovered that CNews has not been delivered to apartments/units within Concordia. Board agreed that this is an oversight, and that spending the additional \$75/mo to print/mail the 400 copies for those readers was appropriate. Gordon will follow up with printer to include those addresses to the mailing list, starting with the December issue of CNews.
- Discussed mailing list updates (at \$60/mo) and agreed that updating 3 times per year was sufficient. Gordon will communicate with printer to update mailing list on the following months each year: May, August, December.

7. (same as #5 above)

8. Facebook & CNA website - postponed

Additional items:

- Rachel brought up desire to identify homes that are well decorated for holidays this year so that CNews can highlight for next year (2018)
- Karen thought of writing on Board members' positions or social contract.
- Interest was expressed in developing the Media Team mission statement.

- What is the status of CNA revenue from the Community Room? Any change since CNews started promoting it?

Next Media Team Meeting, Tuesday, December 5, 6 p.m. @ Kennedy School Community Room