

CNA Media Team Meeting Tuesday, Feb. 6, 2018, 6 - 8:00 p.m.

@ Kennedy School Community Room

Present: Steve Elder, Nancy Varekamp, Gina Levine, Rob Rogers, Gordon Riggs, Judith Ross, Tamara Fowler, Dan Werle, Rachel Richards, Marsha Sandman, Eric Hoyer, Jessica Rojas (NECN)

Part I (regular Media Team meeting from 6 - 7:15 p.m.)

Gina volunteered to take minutes

Jessica Rojas - Info on NECN and Hey Neighbor paper

A few notes from Gordon - 1- paper was delivered to apartments starting in Feb! yay
2- Cerimon house wants to show "priced out" as a neighborhood showing
3- any writers interested in nextdoor article every month?(no bites)

March story line up
looking good!

April story line up
Steve mentioned to make sure that we stay within Concordia

Dan mentioned that we should stay within our identified parameters -- if there are other businesses, in Concordia let's definitely make sure they are considered before going outside the boundaries.

Ideas thrown out - Expat, 27th & Alberta Kyoto, Whitaker pond story, Eric Roswell (Upave owner and PP&R contractor for all the parks projects)

Gina - find out when community cycling center does the biking classes in schools

Nancy - fyi gender neutral story - do we want to tackle or handle as we go (instead of educating the public or seeking to find a story?) Group generally felt best to handle as we go.

Gina on ads - a couple new ads this month - hurray! Also looking for feedback on creative contest. Potentially look into working with schools or art teachers on art that already exists.

Facebook - talk about FB ads and how we determine partnerships and approve posts. To be continued...

Next Media Team Meeting: Tues, Mar. 6, 2017, 6 p.m. @ Kennedy School Community Room

Part II (CNA website sub-group meeting)

Present: Eric Hoyer, Rob Rogers, Gordon Riggs

First meeting of this sub-group. Discussed the following questions:

1. What are the needs of the CNA Board and CNA committees?
2. How can the website best serve the Concordia community?
3. How can the website support CNA's mission?
4. What is the role of the website with respect to CNews and Facebook?
5. How is the current website being accessed? i.e. how often, for what information, from what types of devices?

Ideas that came forward:

- About 12% of page views are for the Community Room. We definitely want to increase the visibility of this page (since the Community Room rental is a source of revenue for CNA) and one such way is through better SEO.
- Add posts to FB promoting the Community Room.
- Rob will take a look at redesigning the Community Room ad in CNews (Page 2) to simplify so that the message comes through more strongly.
- Discussed the CNews PDF (which is posted on the website each month): 1) enable users of the website to sign up for automatic monthly delivery via email, 2) even though CNews is B/W, use the color versions of the photos in the PDF to make more appealing.
- Discussed how to get input from community members about their use of the website so that we can better serve the community. We agreed that we need to build a list of questions that could be used for a survey and/or by asking people directly.
- Eric volunteered to conduct some "on the street" video taped interviews with anyone willing to take a few minutes to talk.
- We all agreed to develop a list of questions online, via email.
- The data from Google Analytics will be useful for all of us to review. Gordon will bring his laptop to the next meeting so that we can drill into the data.