

# CNA Media Team Meeting Minutes

Tuesday Jan 8, 2019, 5:30 - 7 p.m.

Attending: Nancy V, Gina L, Gordon R, Rob R, Karen W, Karen L, Dan W, Vanessa M, Marsha S

## Review and finalize the February 2019 CNews story line up

- February issue - on track

## Build the March CNews line up

- Art tours -- Yasmin (also advertising this month)
- Syrian Woman who cooks in her home now has official approved kitchen and is doing pop-ups to benefit syrian community
- LUTC
- St. Charles Solar
- Businesses leaving neighborhood - April issue?
  - Red Fox is leaving, Add landlord conversations
  - Need someone to head up story
- Two stories: Living Cully - March and Cully Plaza - April. Cully Plaza aka Sugar Shack tear down -- Will become affordable housing and is being led by Verde / Living Cully) Karen L volunteered for story on Living Cully.
- Vietnamese / Korean -- new restaurant on Alberta & 15th -- Vanessa
- Vernon School built in 1920s -- not Earthquake safe. Needs signage alerting families & parents, Bond for PPS for seismic upgrades only went to top 3 NE high schools. This may be a future story.
- Ad guy Jobs By Rob retiring - (need reporter to cover)

## Concordia Creates

- new section in CNA moving forward
- Garnering photos and art from community
- Community art will run opposite Art Corner and elementary school art/poetry

## How to reach Spanish speakers via CNews, website, Facebook (Board request)

- Go back to board w/ ideas & our discussion points
- What data is their decision/ need for Spanish translation based on?
- Possibly ask NE neighborhood churches (or Jessica) the percentage of spanish speakers attending
- Check with Cully Neighborhood Association re: their 2-sided bilingual newsletter
- Info from 2010 Census may be of help

## Branding & Re-branding

- Update logo and all marketing materials to be more modern, etc. Request by Board to research.
- Design for CNews, website, signage would then work with new branding.

## Advertising

- New ads from: Syrian woman (Yasmin), counselors doing an ad
- Jobs by Rob guy retiring
- Proactive outreach to community with flyers

## Facebook

- FB group members increasing each month by a small margin / at 314 now

**Next Media Team Meeting: February 5, 2019, 6 - 7:30 pm, Kennedy School Community Room**