

CNA Media Team Meeting Minutes

Tuesday Nov. 3, 2020, 6 - 7:30 p.m. | Venue: virtual

In attendance - Gordon Riggs, Nancy Varekamp, Marsha Sandman, Dan Werle, Gina Levine, Tara Williams, Steve Elder

Minutes taken by Gina. Dan will take minutes next month.

Please note -- Each month, copies of CNews are available on Gordon's porch. Contact him at MediaTeamLead@ConcordiaPDX.org or 503-515-8209.

Review and finalize the December 2020 CNews line up

Feature stories:

- CNA Elections
- Thanks for Asking
- Name change for Concordia neighborhood?
- Signs of Concordia
- Sojourn's call for holiday letters, cards, art work for residents, residents of Fernhill Estates and possibly other venues

Miscellaneous

- **Shop local, shop safe:** short story, photo and long caption or house ad
- **Announcement of no January issue** and URL for any calendar items that come in; include in box the January CNA meetings!

Regular elements

- Chair's Corner
- Concordia Art Works
- LUTC topical piece
- ?LUTC Update
- News from the NET
- What's on, what's not
- CNews Updates
 - RBG mural status
- ?Concordia Curiosities
- Penny Hill wellness column online

Brainstorming for 2021: ways to increase minority readership, priorities for new year

- One participant has neighbors from Eritrea (Northern Africa near Ethiopia). There is an increase of people coming to PDX from Eritrea. Eritreans use the St. Charles Church as a community church. Eritrean Community Center is on Alberta Main St.
- The Leaven Community <https://www.leaven.org/> (where the Tool Library is). The space is used by several community organizations: the NE Tool Library, Cascadia Wild, Race Talks, and others: <https://www.leaven.org/partners>.
- Idea to recruit businesses for ad spaces (ie - offer discount ad to restaurants for Feb specials)

- idea to work with Alberta Main Street leadership to promote and partner better
- Idea to continue prioritizing BIPOC neighbors and their stories
- Outreach with historically black and latinx churches to gather story ideas and share stories of those that we don't typically encounter
- Contact leaders of BIPOC groups (NAACP or Black Resilience fund or North by Northeast nxneclinic.org?) to see if they could partner
- Consider distributing CNews in free libraries in the neighborhood.
- Create a CNews pocket edition for free libraries
- Cover more of Woodlawn, a neighborhood contiguous to Concordia.
- Focus more on the northern portion of Concordia (including Marine Drive, the Columbia Slough area, houselessness around 33rd Ave including cars, tents, rvs, etc)
- New businesses:
 - new restaurant called Ekeza Kitchen (moved from Goose Hollow specializing in vegan fancy food),
 - new Thai place where DOC used to be (YUI may be name?),
 - Back to Eden new place moved in,
 - new food cart pod on 42nd just S of St Charles on East side of road.
- For Feb. CNews, Valentine's Day is usually big for restaurants. Consider working with Alberta Main Street to promote an insert of ads.
- Consider making some portion of CNews and/or the website bilingual.
- Outreach to historically Black churches in Concordia.

Advertising update

We do have ads coming back. As most of you know we lost about half of our advertisers when Covid hit and some of those advertisers are now able and willing to come back.

Facebook update

We have nearly 600 members in our group and we have a variety of members that post and promote things that are happening.

Next MT Meeting: Tuesday Dec. 1, 2020, 6 - 7:30 p.m. | Location: virtual