

## LNA Communications Committee Meeting Minutes

March 13, 2021 - 11 am

**Meeting Objective:** Develop mission statement for communications committee in 2021. What should the committee be communicating?

### Action Items:

Who	What	By When?
Morgin	Morgin would be interested in starting an IG - do some investigation to other NA's that have IG's and prepare recommendation for board	Flexible (not currently on agenda for next LNA CC meeting, but might be nice to investigate for competition?)
Jean	A/R: Jean to recap learnings in a deck from other NA websites	April Communications Committee Meeting
Jean	A/R - Jean to reach out to District Coalition to see if we can have support from city to help discuss a framework for this (set a date)	April Communications Committee Meeting
Sabina	A/R - Sabina to write up current systems in place to be evaluated at a following meeting	Flexible (not currently on agenda for next LNA CC meeting)
Jean	A/R - Jean to follow up with other board members to understand how other similar organizations are developing their goals on communication and meeting development - put together a PPT to bring back to future communications committees	April Communications Committee Meeting, April 12, 2021
Robert, Morgin, Jean	Brainstorm ideas/prizes/logistics for photo-competition so we can hammer out logistics at next CC meeting	April Communications Committee Meeting, April 12, 2021

## Meeting Minutes:

1. Opening (10 mins) -
  - a. Announcement: Meeting being recorded
  - b. Land Acknowledgement
  - c. Code of Conduct
  - d. Introductions
    - i. Jean (LNA Co-chair, She/Her)
    - ii. Morgin (LNA Secretary, She/Her/They)
    - iii. Robert (LNA Member, Xe, Xer)
    - iv. Sabina (LNA Chair, She/Her/They)
2. Discussion (40 mins)
  - a. (30 mins) Develop/brainstorm a **Communications Committee** Mission Statement for 2021 as a framework to take actions this year
    - i. Committee Mission
      1. Get people **involved** with the LNA
      2. Build **awareness** of the organization in the community
      3. **Inspiration!!** Inspiring the neighborhood
        - a. See “methods” below for blog ideas
      4. **Educate**/Communication training to improve literal communication
        - a. Neighborhood struggles with access to mediation, etc.
        - b. Forum to provide trainings to mediate conflict, active listening, facilitation, education/resource
        - c. Reminds the community to ask “What do you think?” and avenue to be heard and to validate that listening is occurring
    - ii. Committee Aspiration: **be the go to location** for local information
      1. Local Topics & Calendar Events
      2. What is happening in Lents
      3. What is happening in the City that impacts Lents
      4. Don't ignore fun events too!
    - iii. Methods
      1. Physical outreach
        - a. to apartment complexes to increase attendance
        - b. Farmers market table? Show resources, events, engage with people
        - c. Historic presence at Saturday Market, totally doable
      2. Social Media- if you are not on Facebook - what are other options?
        - a. Instagram?
          - i. A/R: Morgin would be interested in starting an IG - do some investigation to other NA's that have them to prepare recommendation for board

1. Brooklyn Neighborhood has a good one for example, SE Uplift, etc.
      - ii. Benefit that pictures are visual stories that can support our goals for **community engagement, involvement, and inspiration.**
    - b. Blog usage? Other NA's do a good job
      - i. **A/R: Jean to recap learnings in a deck from other NA websites**
    - c. Committee enjoys the neighborhood features/spotlights that other NA organizations have
      - i. Neighbors going on and achievements
        1. Example: Parks, Gardens, etc. pictures and
          - a. NA "best xxxx garden" competitions (best patio, chicken coops would be great for Lents!)
          - b. Engagement this way also can help highlight volunteer opportunities
      - ii. Spotlighting local services & attractions to achieve aspiration to be go-to location for info
- iv. Misc. Notes
  1. Collaborate with Improvement Committee (new committee, as sponsored by Katie) for events and engagement
  2. New people and faces to create new culture
    - a. Responsibility for all of us to develop and foster a supportive environment
  3. Challenges:
    - a. Concern over historically not being heard - how do we handle challenges in conflict - is there a process in place?
      - i. What is the process to react?
      - ii. Physical presence offers a location for people to vent (not always appropriate)
      - iii. Option to have complaints be received?
      - iv. Discussion on this topic, difficulty for avenue to process complaints (vs. grievances), concern that people will have initial responses or bad experiences with individuals that will cause them to write-off the NA as an organization for them
      - v. When/What brings people to the neighborhood association? Historically disputes (land, etc.) and desire to be heard. Is there an avenue for this to be constructive
      - vi. **A/R - Jean to reach out to District Coalition to see if we can have support from city to help discuss a framework for this**

- b. Support to develop and communication/prepare LNA meetings (10+ hr), discussion over sustainability of current formatting
  - i. Flyer, promotions, updates, sharing with other groups, etc.
  - ii. Needs redundancy to support the organization?
  - iii. Bylaws responsibility is placed on the chair
    - 1. Soliciting ideas easier?
    - 2. Building a long term system and plan
      - a. Finance Committee working on this
      - b. Need to ask Improvement Committee to get involved here
      - c. This committee
  - iv. A/R - Sabina to write up current systems in place to be evaluated at a following meeting
  - v. A/R - Jean to follow up with other board members to understand how other similar organizations are developing their goals on communication and meeting development - put together a PPT to bring back to future communications committees
- c. Meeting Minutes
  - i. How do we make this more searchable?
  - ii. How do other organizations have their information more accessible and easier to use
    - 1. Idea: Give old meeting minutes a number? Or Motions a # corresponding -
    - 2. Can we post text for motions?
    - 3. Meeting facilitator to explain per meeting with new virtual format to type out motion?
  - iii. Morgin is currently working on improvements to websites and PDFs are typically more searching
- d. Templates
  - i. Agendas, Meeting Minutes, etc.
  - ii. Attendees in support of this!
- e. Finding volunteers to make the ideas happen - sustainability and to ensure that the community is actually involved
  - i. Establish time commitments and get volunteers to join
  - ii. What kinds of skills are needed?
  - iii. Offer platform for ideas
  - iv. "What are you willing to help with?" Make it easy to plug in/get involved

- v. Volunteer Management for environment and culture of participation
  - 1. Other organizations (SCRAP) have a volunteer coordinator/training to make people feel welcome and supported in their efforts
  - 2. Leverage people's strengths

b. (10 mins) Next meeting agenda ideas

i. Next meeting:

- 1. Would like to see more diverse attendance and participation
  - a. Reach out to local complexes for participation, our own neighbors, local complexes

ii. Set Date: Monday April 12, 7 - 9pm (hard stop to be considerate of time)

iii. Tentative Agenda:

- 1. First half of meeting - Starting Contest! (Inspiration, Awareness)
  - a. Logistics (Who, What, When, How)
  - b. Prizes!
    - i. "Golden Broom"/Fun, goofy prizes
    - ii. Reach out to local organizations/Lents Grown/Green Lents, etc. to share in participation?
- 2. Second half of meeting - Tentative District Coalition (Education, Awareness) - see Jean's A/R

Meeting adjourned 12:12 pm