

GHNNC Communications Committee MINUTES OF APRIL 24, 2008 MEETING

Call to order by Aaron DeVandry, Chairperson at 7:00 p.m.

1. Members Present: Chairperson Aaron DeVandry, Sue DeVandry, Kim Thompson, Mary Ellen Crosby, Joshua Jordahl. Not Present: Skip Leifer.

2. Public Comment on Non-Agenda Items:

New GHNNC camera was displayed. Aaron demonstrated some great features which will make it more useful to the GHNNC in the future.

3. Further discussion of agenda items from the Oct. 16, 2007 Communications Committee meeting, including a continuation of the newsletter.

The committee agreed that the newsletter was a success. Sue displayed a bag full of newsletters that were returned because they were not addressed correctly by the mailer. We would like to do four newsletters per year (seasonal), but do not have the time to put into creating one, including writing the articles. A lack of involvement from board members and committee chairs regarding updates from their committees for use in newsletters was a concern.

4. Discuss items of interest and focus for the Committee, including ways to find more stakeholder signups:

The committee discussed ways to outreach to new stakeholders.

- a. updating the website to make it more informational on the front page.
- b. Adding new polls with more relevant content in a timelier manner. Committee came up with several new poll questions, as a means of driving traffic to the website.
- c. Committee recognized the success of other NCs who have stood outside markets and neighborhood businesses for outreach purposes.

5. Website changes and/or updating

- a. Website needs to be re-designed. We researched a few other NC sites and came up with some ideas for implementation on the re-designed ghnncc.org website, including a multiple column format, devoting a column strictly to news and pertinent information that affects stakeholders.
- b. The committee viewed several mock ideas for logos to be used on a new website. After lengthy debate, the committee narrowed it down to one that everyone like. Ideally this logo will be used extensively in the new website and on GHNNC promotional items such as board member shirts.

6. Poll questions for the website:

Discussed earlier in section 4b.

7. Committee comments - none

8. Adjourned at 7:30.