

RB NHW Communication Committee

August 20, 2009

Meeting Notes

Goals: Develop communication links to all RB residents as needed
Improve area and block coordinator recruitment in all districts
Increase community awareness and interest in NHW

In Attendance: Denise Mayes, Robin Kaufman, Pat White, Bob Lear, John Stamfli, George Cooke

Meeting called to order at 3:35 PM.

June 2009 minutes were approved as written.

1. **District News:** Request that each District provide a head count of area coordinators and block captains so NHW knows whether we are growing or shrinking.

District A: (Robin) have 10 of 18 Area Coordinators; currently 75 block captains

District B: (Denise, AC)

District C: ()

District D: (John, BC)

District E: ()

District F: (Pat) Bernardo Heights-Pat White/AC-has 9 block captains and is working on asst (blocks are 8-18 residences); 128 homes total.

(George) High Country West-4 area coordinators, 681 homes in HCW divided into 40 blocks. Most of blocks have a BC.

2. **Website Use:**

George Cooke explained his preferred method for website updates and changes:

-in subject line, identify as "website update" and which website (George does multiples)

-identify page on website ("District #")

-identify specific instructions ("take this document and replace it here")

-provide photos and artwork as pdf or jpg if possible.

-Word documents or Excel spreadsheets are fine

-if text only being updated, just put it in the body of the email

-he does not write the content; provide complete information

Communication committee is to be clearinghouse for each district's news/media releases/etc as well as serve as a point of contact for distinct part of the website. Similar to Crime Page – Roger submits crime report to post every month; St. Clair sends crime message every month.

Communications Plan for NHW—website is one of the vehicles for communication; George had drafted a communications plan earlier—identified needs and goals (info about training, press releases, newsletters, website). He will locate the document and forward to the group.

Decision to add Communications Committee on the website—Robin suggested we follow the

Community Council format—each committee has a brief paragraph on their function, post the agenda a week ahead and minutes following the meeting. A good way to archive information and keep it front and center.

Who is responsible for submitting information to the website for each district? – Either District Coordinator or their designee.

3. **DC/AC Training:**

Pat provided the draft job description she created for the position and recommended the creation of a training handbook. Pat shared one of twelve modules she obtained at the VSD class, which can be used for training. She shared with the DCs and Gary's the modules for the board to review, with the hopes that the new training coordinator can make use of them.

Recommendation that DC's should get badges out to the potential BCs from the summer training and get them engaged in NHW.

4. **Residents Alerts:**

Call'Em All is being set up throughout NHW and email alerts are being set up as well. BH has set up Crime Alert Registry-block captains are asking residents to be on the registry; would be a forward from AC; can opt out at any point.

5. **Publicity/Marketing:**

Pat White recently attended a Volunteer San Diego training on "Building a Dream Team". Last RB Alive, we offered for people to sign up for NHW. Bob provided copies for each District to be pursued for recruitment (addresses already identified by District).

6. **Upcoming Events:**

Bob proposed a mid-point meeting (either physical meeting or conference call) to avoid the delays in our bimonthly meetings). Consensus was physical meeting is preferable, time is the issue.

Pat suggested emailing requests and discussion items beforehand so everyone is ready to get down to work during the meeting. Robin suggested send out all factual material ahead of time so everyone can review before the meeting.

Recognition Party in February 2010—Gary is requesting volunteers to coordinate event. Typically have a potluck to recognize NHW volunteers who had gone above and beyond the call of duty. At times, have provided donated gifts for raffles or gift certificates.

7. **CERT Support:**

At this point, NHW only has funds for 5 tuition reimbursements this year. Robin is the contact for all CERT issues for RB, current co-lead for RB's CERT Team. All advertising about CERT support and offers should be run by Robin before going out.

Pat White made a motion that a communication plan be developed through the communication committee; seconded by Robin Kaufman. Motion carried.

Pat White made a motion to develop a tri-fold brochure for distribution at 2010's RB Alive; seconded by Robin Kaufman. Discussion revolved around the need to first develop a plan and then strategies and tactics can be proposed. Motion withdrawn.

Meeting adjourned at 5:27 PM.