

HNA Communications Committee Meeting
May 4, 2019 - 10 am
6404 SW 30th Ave, Portland Oregon (Hilldale Garden Apartments Community Room)

Attendance:

- Matt DeRosa
- Joan Hamilton

Please Note: This committee does not have Board Authority to make decisions. The following has not been approved by the Hillsdale Neighborhood Association (HNA) Board of Directors and should be read as suggestions rather than new policy. For any decisions to be made, the Board of Directors will need to meet in an open forum as described in the HNA bylaws.

Motions Approved:

| Motion Language | Who Made the Motion | Vote |
|------------------------------|----------------------------|-------------|
| Motion to approve the agenda | Joan Hamilton | 2-0-0 |
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Topic 1: Committee Values

The committee discussed and drafted a preliminary Committee Values Statement to serve as a brief statement to outline what the committee does and what makes it a unique entity within the HNA. The statement is as follows:

The Communications Committee helps residents by facilitating openness between the board of Directors and the Members of the Hillsdale Neighborhood Association. This is accomplished by maintaining the HNA Website, announcing community gatherings, and creating protocols of decorum in all HNA forums.

Topic 2: Website “Blurb”

The committee discussed and drafted quick language to be put at the top of a future Communications Committee profile on the HNA website. That copy is:

The Communications Committee helps residents by facilitating openness between the board of Directors and the Members of the Hillsdale Neighborhood Association. This is accomplished by maintaining the HNA Website, announcing community gatherings, and creating protocols of decorum in all HNA forums.

The Committee manages the website by drafting and posting material while maintaining decorum on the HNA blog. The Committee drafts the HNA Newsletter as distributed monthly in the SWNI newspaper as well as other forums. Also, the Committee creates and distributes the Community Flyer door hangers.

If you are interested in helping with these, and other, programs... Let's talk!

Topic 3: Short Term Goals (18 months or less)

In the next 18 months, the Communications Committee would like to accomplish the following things (with no ranking):

- Update Website
 - Overhaul the website to include the following features:
 - Tabbed website links to display information on: Home, Contact the Board, Events, Meetings, Committee Reports and Updates, SW Trails, Hillsdale NET, Hillsdale Farmer's Market, Hillsdale Business Professionals Association, Hillsdale Town Center, Social Media, HNA Website Blog
 - There should also include features such as: "request HNA sponsor an event", "request a topic for a meeting", and an "anonymous feedback form"
- Board Member Office Hours
 - Require Board Members to hold public office hours each month for a minimum of 2 hours for listening to what people have to say. This is not meant to be a venue for the Board Member to speak but rather to really focus on listening.
- Replace the Email Listserv with...
 - Mail Chimp Newsletter
 - A one-way communication sent by the Communications Committee Chair (or a designee) to share information with the members signed up to receive the update.
 - No one would be able to respond to this in the way they can respond to the email, so if people just want to hear the information with less discussion they have that option
 - Website Blog
 - A feature on the website that allows people to communicate between meetings and in a public setting. With the newsletter being a one-way communication, we want people to still have the option to comment.
 - The Communications Committee would design rules of decorum (publicly available) for the blog. Any posts that are deemed beyond the scope of those rules would be removed. The poster of the comment would be notified and given a reason. They would have a certain amount of time (2 weeks?) to appeal to the Board of Directors.

- The goal here would be to ensure that no one receives the influx of emails that have been a major driver in decreased participation.

Topic 4: Long Term Goals (5-10 years)

The Committee had a difficult time thinking of long-term goals beyond additions to the website. They considered:

- Community Spotlight
 - o Draft and post articles spotlighting local community members and some great things they are doing for Hillsdale.
- Recipe / Culture Share
 - o Share recipes and culturally significant stories from people within Hillsdale to spread a message and foster community diversity
- Civic Engagement
 - o Sharing information about Portland’s Government structure, state/federal government structures, where/when/how to vote, local debates...

Topic 5: Community Flyer Campaign

The Committee wants to have an annual Community Flyer Campaign that is typically distributed in April/May before the election of the Board. In 2019, we do not believe this is a reasonable timeline, so we propose the flyer campaign first go out in September/October as a beta-test run.

The Community Flyer Campaign Sub-Committee includes: Matt DeRosa, Eric Wilhelm, Andrea Wall, and Joan Hamilton.

We suggest the following ideas:

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| Side 1 | “Do you have questions about local: schools, housing, land use concerns, safety, or transportation needs? We have a forum that discusses those topics, and many more. Go to swni.org/Hillsdale to see what we have to offer and please join us at the next meeting. “ |
| Side 2 | On the backside, we suggest a bullet point list of events we sponsor, a map of Hillsdale, and a list of opportunities to get involved. |