

## **CNA Communications Committee Meeting**

July 24, 2014

Cherrywood Coffeehouse

### *Communications Committee (\* members in attendance)*

Aaron Choate\*

Girard Kinney\*

Terry Dyke\*

Rebecca Kohout\*

David Greene\*

Jennifer Potter-Miller\*

Marilyn Fenn\*

Sherri Whitmarsh

### **Expanding website and adding links**

- Motion by Potter-Miller to add direct links to points of interest and other pages of cherrywood.org as necessary, Kinney seconds
- Motion passed 7 in favor and 1 abstention

### **Adding advertising to [cherrywood.org](http://cherrywood.org)**

- Motion by Potter-Miller to add paid advertising to neighborhood website
- Friendly amendment that objective is to avoid a reduction of total cash flow to CNA through this process. This will be revisited in 12 months.
- Discussion of how to implement: most simple placement is ads on every page with a sidebar; avoid selling ads for specific pages; offer packages for print + web; need to find a new team member for Kohout to sell advertising; develop short blurb for Kohout to hand out, with phone calls/questions going to Fenn. Choate will sit down with Kohout to work out language, coordinate with Fenn on technology; goal to have in place by October 1.
- Motion passed 7 in favor and 1 abstention

### **Use of physical event signs**

- Reuse political signs donated to CNA by either painting or covering with large format printing. Choate can cut stencils to use for painting.

### **Purchase of a sign or box for Cherrywood Green to post neighborhood notices**

- Interest in building or purchasing an outdoor message center for use on Cherrywood Green.
- Kinney reports that FROG previously applied for a grant to build a 3x3x6 ft high structure with roof, kiosk on 3 sides that could be used to store supplies inside, but was quite expensive

- Greene researched outdoor message centers and found a great one for \$1300
- Ask FROG to consider purchase of message center, and SC for funds to buy it.

*Adjourn*