



**Community Involvement Committee
Communications Subcommittee**

February 6, 2010, 8:30-9:30 a.m.

MEETING MINUTES

Committee Members Present: Anyeley Hallova, Linda Nettekoven, Peter Stark

Absent: Howard Shapiro

Staff (BPS): Eden Dabbs

The CIC Communications Subcommittee met for the second time to review the communications efforts for Phase I workshops and to offer feedback on the proposed marketing communications plan for Phase II workshops.

Round 1 Workshops

Feedback was generally positive about the communications approach for Phase I. Some suggestions for moving forward were:

- **Handbook:** Make better use of the Handbook, which members regarded as a highly effective educational tool. Plumb the depths of the Handbook for useful information and discussion questions. Structure the meetings/hosted presentations/workshops around those so people can start drilling down. (One member commented that the information in Phase I – while plentiful – was so broad and voluminous, it was hard to focus.) [point taken]
- **Business community:** Target the business community more specifically with special meetings, a separate survey, messages that address their unique concerns. Basically, treat the business community in the same way we are approaching underrepresented communities. [in progress]
- **Advertising:** Consider placing ongoing ads in minority and cultural newspapers to build “brand awareness” and increase engagement through repetition of message. [in progress] Consult with Jerri Williams at ONI to confirm that the cultural/minority papers that we advertised have the widest reach. [done]
- **Schools:** Phase I workshops competed for participants with PPS High School Redesign workshops. Check with school districts for scheduling conflicts for workshops. [in progress] Enlist the school districts, their PTAs and administrators to help get the word out. Develop a comprehensive list of e-mail addresses for announcements. [in progress]
- **Action areas:** As we move into the Action Areas, use those as entrées for targeting outreach, i.e., talk about prosperity and education to the business community. Perhaps organize the outreach list by action area, making sure all the community groups that care about arts and culture, for instance, are sent a special invitation to the Arts & Culture work session. [in progress]
- Start a Portland Plan e-newsletter and include the timeline in the body of the e-mail. [in progress]
- Emphasize the message, “Why should I care?” [ongoing]