

Elvehjem Neighborhood Association

Special Board Meeting Minutes

Echo Newsletter Planning

November 23, 2021, 7:00-9:00 p.m. at 22 Jaarsma Ct

Attendees: Dan Collins, Jared Marker (virtual), Jacob Wright, Kim Bolinder, Claire Koenig, Pete Schramm, Alice Frohna

- I. Frequency of paper Echo (7:00-7:10) Time: 7:08 PM**
 - a. Proposed 4 issues per year; 1 for each season (e.g. Mar 1, Jun 1, Sep 1, and Dec 1)
 - b. Thyse costs for printing and mailing are \$605 X 6 times yearly. Postage is an additional \$308. Total cost of sending a paper Echoes is approx. \$615 per issue.
 - c. It makes sense to reduce the number of issues for cost reasons and the fact that more people get their news digitally on their phone or other media device.

- II. Design & Format (7:10-7:30)**
 - a. Template revamp
 - i. Similar to what we did with my friend Olivia in June 2019
 - ii. Calendar of events dictates the content of each issue.
 - b. Pre-format each issue once yearly? (Jacob's clever idea) We could create reusable templates for the four issues and could prefill many sections. Like graphics, recurring event recaps, upcoming event reminders.
 - c. More pages? Typical Echo is currently 8 pages including the mailing label page. Dan thinks max should be 10 pages. Also want to keep the font size we're using for now. We would stop including a paper membership form and encourage on-line membership payments.
 - d. Color printing vs. b&w Continue printing in B&W due to high cost of color printing.

- III. Roles (content procurement is handled by each editor) (7:30-8:15)**
 - a. Paper editor
 - i. Currently Dan. This person uses Adobe inDesign to prepare the newsletter for physical distribution. Want to simplify the process so more folks are involved and we're not scrambling to meet deadlines.
 - b. Digital editor- We talked about calling this role Distribution and Contact Manager
 - i. Currently Dan / Jared / ad hoc. This person would use Mailchimp and social media to spread messages online at regular frequency (e.g. monthly email blasts, Facebook events & posts, etc.)
 1. Pete volunteered to take on this role. Motion made by Dan. Pete seconded. All voted in favor of Pete as Digital Editor.
 - c. Blog editor - possible name idea: The "ENA Extra" in place of "ENA Blog"
 - i. Currently Jacob. Could potentially be tied into the above.

1. Jacob and Dan envision it as informal, compared with the Echo. Topics are unlimited. Posts can be repetitive like event reminders and include a link to ENA website for sign-ups. Posts can also be written in advance and scheduled ahead of time. For our recurring events we can reuse templates each year and update dates and times as needed. Suggested frequency is at least monthly.
2. We need to create a signup process for folks who want Blog or Blast emails because there is no tie to our mailing list and online membership. Jared adds addresses manually to a spreadsheet.

d. Advertising

- i. Currently Jacob. This person liaises with local businesses to source and invoice for ads in our publications.

IV. Advertisers (8:15-8:30)

- a. Separate ad packages for print vs. digital
- b. Digital ads have an added benefit as they can be tracked for the number of opened messages. We can use this as a sales tool. Greater frequency, so will be more expensive.
- c. We could supply basic design help if requested by a vendor.

V. 2022 Neighborhood Survey? (8:30-8:45)

- a. Include this in our membership drive? May need digital and paper options. Can deliver survey when we return to door to door membership if we can get it ready in time
- b. Alice volunteered to start this project by gathering ideas for the survey questions. She has experience in this area.

VI. Miscellaneous:

- a. Reminder to add an announcement about the change of Echo frequency to the final 2021 Echo.
- b. Kim will draft a 2022 Event Calendar.

VII. Adjournment (9:00) Time 8:49 PM