

Minutes
Neighborhood Leadership Alliance
November 8, 2018
Boardroom, Bend City Hall
710 NW Wall, Bend, Oregon



CITY OF BEND

5:00 p.m. Communications and Outreach Working Group Meeting

Call to order 5:04 p.m.

1. **Roll Call:** Hans Jorgensen, Liz Weltin, Courtney Underhill, Cassie Giddings, Brett Yost, Matt Bryant, Valerie Pharr, Kathy Schroeder

Members Absent: Hans Jorgensen, Cassie Giddings

City Staff: Joshua

Consultant: Jen Rusk

2. **Introductions, Backgrounds, Group leadership (10 minutes)**
Member Ms. Schroeder asked if anyone wants to chair the Working Group. Member Mr. Bryant nominated Ms. Schroeder to serve as chair. Member Ms. Pharr seconded. The motion passed (4 yes, 1 abstention).

Working Group members and attendees provided information on their backgrounds and experience relative to the work of the Working Group.

3. **One- and two- year communication objectives for the NLA (20 minutes)**
Member Ms. Weltin arrival at 5:13 p.m.

Members discussed possible communication objectives. Recommended objectives relate specifically to work referred by City Council and the need to empower NAs to collect input from constituents to share with City Council.

Objectives included:

- Help NLA publicize its work
- Get feedback from constituents
- Educate constituents with what the committee has learned

4. One- and two- year communication support for the NAs (15 minutes)

NLA wants to support resources that help the NAs:

- Raise awareness of NAs
- Increase Membership
- Board recruitment and retention
- Create best practices and templates for NA usage

5. Resources needed for Agenda Items 3 and 4 (20 minutes)

Recommended resources needed and members assigned to research associated costs:

- Survey tool – Mr. Yost
- Funding and resources to re-design NA website – Ms. Schroeder
- Quarterly mailings (i.e., message to join NAs, community survey) – Ms. Weltin
- Printed brochure or other explanatory material – Mr. Bryant
- Newsletter template for NAs – Ms. Pharr
- Website template for NAs – Ms. Pharr
- Radio advertising – Ms. Underhill
- Print advertising – Ms. Underhill

6. Next Steps for Working Group (10 minutes)

Working Group members will research costs for the resources listed in Item 5 and bring back information to share at the next Working Group meeting.

The next Working Group meeting was scheduled for 5 p.m. to 6:15 p.m. on Monday, Nov. 6 in the Awbrey Butte Conference Room (Second Floor, City Hall, 710 NW Wall St., Bend, OR).

7. Adjourn at 6:11 p.m.



Accessible Meeting Information

This meeting/event location is accessible. Sign language interpreter service, assistive listening devices, materials in alternate format such as Braille, large print, electronic formats and CD Formats, or any other accommodations are available upon advance request. Please contact Joshua Romero no later than November 6 at jromero@bendoregon.gov or (619) 693-2185; Relay Users Dial 7-1-1, and (541) 385-6676. Providing, at least, 3 days' notice prior to the event will help ensure availability.