



CITY OF BEND

**Meeting Minutes**  
**Neighborhood Leadership Alliance**  
**November 26, 2018**  
**Awbrey Butte Conference Room, Bend City Hall**  
**710 NW Wall, Bend, Oregon**

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

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

**Also Attending:** Jen Rusk, Kayla Duddy, Anne Aurand

2. **Approve Minutes from November 8, 2018 Working Group Meeting**  
Member Ms. Schroeder moved to add "Help NLA publicize its work", "Get feedback from constituents" and "Educate constituents with what the committee has learned" to the objectives on the November 8, 2018 meeting minutes. Member Mr. Bryant seconded the motion which passed unanimously (6-0).
3. **Discuss Budget Needs for NLA Resource Request (60 minutes)**  
Working group discussed and decided on the following resource budget:
  - NLA community survey tool - \$384.00 for both the 2019-2020 and 2020-2021 fiscal year.
  - NLA mailings (Design, printing and mailing for 1 postcard and 1 brochure citywide each year) - \$45,000 for the 2019-2020 fiscal year and 43,000 for the 2020-2021 fiscal year.
  - NLA radio/print advertising - \$4,000 for both the 2019-2020 and 2020-2021 fiscal year.
  - NA communication/outreach - \$93,000 for the 2019-2020 fiscal year and \$100,000 for the 2020-2021 fiscal year.
  - NA mailing list purchase (doors) - \$1,000 for both the 2019-2020 and 2020-2021 fiscal year.
  - NA newsletter and website templates - \$7,500 for the 2019-2020 fiscal year and \$0 for the 2020-2021 fiscal year.
4. **Prepare for Check-in at December 6, 2018 NLA Meeting (15 minutes)**  
Each Working Group has up to 15 minutes to update the NLA on work done in November
5. **Adjourn at 6:20 p.m.**

Respectfully submitted,

Kayla Duddy  
Office Specialist