

SNG Communications Committee

5/26/15 Meeting Minutes

Attendees: Peter Fleck, Marne Zafar, Tom Schmidt, Bruce Johansen

5:09 - Meeting called to order

5:09 - Motion to approve the committee minutes from 4/26 by Marne, seconded by Tom. Motion passes unanimously.

5:10 New Profile

Marne said that the Profile had gone to the printer, about four or five days later than originally planned. A piece on housing and the Seward July walks were able to be added. Also Marne and Kerry were able to secure advertising from new sources this quarter. Marne still plans to sit down with Kerry to figure out a strategy to secure constant advertising from members of the SCCA. They may try and get an opportunity to speak to the entire group in the upcoming months.

Peter asked Marne what is a healthy amount of money to receive to sustain the Profile, which Marne said is difficult to answer. Each issue costs between \$1600-\$1700, but to secure that much in advertisements would upset the balance of advertisements to articles too heavily toward ads.

Marne suggested that we look for grants to help sustain the Profile. Other publications put out by neighborhood groups tend to be supported 100% by advertisements, but they are style more after newspapers than magazines like the Profile.

When comparing the Profile to TC Daily Planet, Bruce said the TC has given up on ads and just gone entirely web-based. Marne said we can't go entirely web-based because we have too many people in Seward that don't have computers. Bruce said that lots of Seward residents either have a computer or a mobile device. We should figure out a way to repurpose articles for mobile and web to reach more people and expand the reach of the Profile.

5:20 - The New Website

Here are the stats for the website in May:

5,318 views

1,626 visitors

3.27 views per visitor

Most of these views can be attributed to the Garage Sale.

In discussing updating the site, Marne was wondering if changing the style or color was a money issue. Peter indicated that it's mostly a matter of time, and can be updated soon.

Peter met with Kate recently to update her on website issues. They fixed the Twitter link on the homepage. Kate is also going to ask committee members to update their own page on the SNG site.

5:30 - Social Media

In discussing how to best update our Facebook and Twitter pages on a consistent basis, the committee discussed creating a schedule where members are assigned days of the week where they update the Facebook and Twitter page regularly throughout the day.

In discussing what items could be posted, the committee suggested:

- Checking e-democracy for posts that are relevant to the whole neighborhood
- Look at other neighborhood groups for items to share or gather other post ideas
- Check out newsletters from SNG, Cam Gordon, Abdi Warsame, Jim Davinie, or Phyllis Kahn for items to post
- Keep reminding SNG board members for SNG information to share

5:50 - Google Non-Profit

Peter briefly talked about moving SNG email addresses to Google Non-Profit. It would save SNG money in the long run. Although it's unclear if Integra, our email provider, also provides our phone lines too, and if it would still cost us a lot of money to keep only our phones with them.

Moving to Google Non-Profit would give us more storage space, and we could upload all of our old meeting minutes to Google Docs and share them with the public that way. It would be much easier to share them that way than convert them all to a web page.

6:00 - Meeting Adjourned