

## **Congress Park Green Team (CPGT) Steering Committee Meeting Notes (August 15, 2016)**

Meeting Location: 1048 Garfield St (home)

**Attendees:** Becky Coughlin, Liz Goehring, Emily Hunter, Nicole Ilderton, Lisa Loranger, Marilyn Mitchell, Patrick Treleani

### **Agenda:**

- Please review minutes from last meeting
  - <http://www.congressparkneighbors.org/green-team-meetings/> (see link to GreenTeamSteeringCommitteeMtgNotesMay52016)
- Communications Strategy presentation (Patrick Treleani) / discussion (~1.5 hour).
  - Goal: review initial strategy and discuss next steps
- Plan for upcoming SNN Leadership Training meeting with neighborhood (8/27)

### **Meeting notes:**

After brief social/networking/catching up (6-6:30pm), the steering committee focused the meeting on reviewing the draft Communications Strategy prepared and presented by Patrick Treleani. Notes were collected directly in pdf document (see GT\_CommStrat\_2016.04\_lg.pdf with comments embedded, in google drive Green Team Documents/Steering Committee folder). Note: Since the meeting, Patrick revised the original ppt with these notes, and the new version is posted in the same Steering Committee folder (see GT\_CommStrat\_2016.05.pdf and GT\_CommStrat\_2016.05.pptx ).

Discussion focused on:

- Whether there was a different goal associated with reaching out to neighbors interested in engaging in sustainability activities but without joining as a member of the green team. It was agreed that recruitment of this audience was different from recruitment for membership, and this was added to the goals.
- Which communications tools/resources were available and useful
- The need for a mission statement
- Whether to include renters as a Target Audience. It was agreed that renters and management of rental units were important target audiences, but possibly for phase II.
- That we should invite a Teller Elementary Green Team student to the committee and to find ways to integrate with this group and other NGOs (e.g., boy/girl scouts, clubs, churches, DBG)
- That there needed to be tight coordination with Maggie (CPN) and Taylor (SNN) to ensure messages are in sync.
- That the phases are a good idea, and need to be reevaluated in light of new schedule given our new involvement with the SNN program.

The overall consensus of the Communications Strategy was that it was a fantastic start, and greatly helps the green team to organize itself around the huge task(s) of communication. Patrick explained that it is typical that strategies go through revisions and he offered (time-permitting) to continue to help the green team with the revisions. It was also decided that a Communications Team form as a sub-committee of the Steering Committee, to review the

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strategy and determine actions from it. The following ST members volunteered to form the team and review the document: Lisa Loranger, Nicole Ilderton, Emily Hunter, Marilyn Mitchell. They will report at next meeting. Note: A Revised version of the Communication Strategy along with notes from the meeting were subsequently forwarded to this new sub-committee.

Other business included discussing how to get the word out about the SNN Leadership Planning Meeting on August 27th.

- Emily volunteered to setup an account on Nextdoor for the CPNGT and post
- Liz volunteered to connect with Taylor to get her announcement text and to coordinate sending that message out in the eNewsletter. Liz also would coordinate with Maggie.
- Taylor was already arranging to contact Downpours for coffee donation, and Lisa volunteered to approach Einstein Bagels for bagel donations.

Emily also gave an update on the REACH Academy project, reporting that a grad(?) student has been selected to work on this project and is beginning to plan out the effort. Emily brought up the question of how to propose this as an SNN project, given the different players outside of the neighborhood are involved, and it was determined to wait until after the August 27th meeting with Taylor where she would present goal setting/credits/project planning.

Next meeting was scheduled for Sept 12, at Becky's new home (738 Columbine), at 6:00 for snacks then 6:30-6:30pm meeting.