

## **MINUTES- OVGC COMMUNICATION & PUBLICITY MEETING**

Meeting date: May 13<sup>th</sup>, 2008. Meeting began at 6:30 pm.

Attendance: Linda Harmon, Sonia Nordenson, Jay Simons, Angela Ocone, Shannon Rowan, Sheri Ann Cate, and Deborah Pendrey.

**Minutes** – Committee members received an email from a member who did not attend the meeting questioning the reporting of comments made at the last board meeting.

### **Old Business**

**Ojai Reads and Presentations Update** – When the panelists are identified for the Ojai Reads discussion, we will send out another press release. The table at the Farmers' Market has been very successful. We are not sure we will be able to continue this since there may be a problem with us being a non-profit. If this does occur, it was suggested that we have a table across the street or in Dr. Watson's parking lot next to the market. Deborah reported that the August 28<sup>th</sup> Watershed Committee Presentation will feature Brad Lancaster who will speak about a book and Graywater.

Since we are regularly receiving about 15 new members at each presentation, a discussion ensued about the sign-up sheet. Jay said that we should make it clear on the sign-up sheet what kind of time commitment and how many emails a prospective committee member might expect. The committee asked Angela to contact new members and go over the details and help them determine how much time they can commit and to which committees. The committee agreed that there should be another category called 'General' where people could just volunteer occasionally for some specific jobs without committing to a specific committee. People could sign up for one or the other, or both. Deborah will work with Olga on redesigning the sign-up sheet. Committee also thought that donor info should be on the table at the Presentations and included in the next Newsletter.

Deborah also reported that Day without a Bag has been postponed until November. More advertising spots need to be sold on the bag because Starr Market will not provide free bags as was originally thought.

**Channel 10 update** – Jay reported that Steve at Channel 10 said we could just send him the info on meetings via email. This is a change from what Linda was told. Filling in the boxes was tedious. Linda will take the job over from Jay as long as Steve will accept info in emails. There are a number of scrolling Coalition meeting announcements currently on Channel 10. We discussed the 5-5:30 spot reserved for the Coalition. Sheri Ann commented that we probably don't have enough volunteer time or footage at this point to start filling that spot.

**Green Home & Building Tour** –Deborah and Sheri Ann toured the Ojai

Foundation. They are open to hosting the VIP Reception in their new Community Building. Sheri Ann & Linda went on the Ventura Green Home Tour and gathered ideas. Shannon would like to see the tour be free like some of the others. Since this is a fund raising event, it was suggested that we wait to see how much money comes in the form of sponsorships and then price the tickets accordingly.

### **New Business**

**Newsletter assistance** – Deborah has so many new responsibilities with the job of Coalition Coordinator that she would like some assistance with the Newsletter and Bulletin. Sonia is a copy editor and a writer. She volunteered to help. Sheri Ann will continue to do the Action Committee updates and help in any other way possible. At this point in the meeting Deborah left for the City Council meeting. The committee continued to discuss Newsletter and Bulletin. It was agreed that the two publications should be consolidated and sent out once a month to all committee members and general interest members at once. There was some concern about the number of emails general interest members would receive. Jay said there is a way to opt out if they become too many.

**Thank you notes to donors and sponsors** – Sonia offered to send out thank you notes. She suggested that a form note card of some kind be designed. She would then add a short handwritten note to go on the card. Committee will ask Olga to design.

**Media replies to inquiry** – Linda reported on replies to our inquiries to the media about what form to submit press releases. Many are moving to a self-help fill-in-the-blanks format, but do not require it at the moment. Linda will continue to send releases as we have been and change to the new format when it is mandatory.

**Multi-recipient email lists** – Sheri Ann went over the two different communication systems used by the Coalition. One is for communication within one committee with its internal members. Tyler maintains this list with updates from C & P after “housekeeping” with committee chairs takes place once a quarter. Not all chairs are updating their lists. The other system is called ‘Constant Contacts’. This one is maintained by the C & P Committee. When an email goes out to everyone on this list, it checks for duplicates and reports any bounce backs so we can trouble shoot. We have lost a few new people who signed up and received too many emails. After more discussion about new member logistics, the committee agreed that the Coalition should set up a separate Membership Committee. Deborah as coordinator is assigned with overseeing membership. With all her other duties, her time is already stretched thin.

**Other** – Ojai trees wants to be listed as a “member organization” on our website with a link to their website. No one was sure what defines a member organization. This is a question for the board. Sheri Ann will email Tom Bostrom and offer to put a link to Ojai Trees under ‘Library and Links’ in the sidebar of the home page.

Meeting adjourned at 8:00 pm. **Next meeting Tues. June 10<sup>th</sup>, 6:30 pm., Sheri Ann’s office 202 W. Aliso St. in Ojai.**

