

Vista Partnership – Communications meeting III

The communications work group met on 09/25/14, providing dynamic input on various issues. This meeting consisted of the resident engagement staff from Southwest Solutions and two residents, Gabriela Ramirez-Darris and Shaun Nethercott. The meeting briefly covered topics concerning: *hopes for communications, re-emphasizing the purpose of the work group, locations for lot activation activities, and communication strategies and tools.*

Hopes for Communications

We asked the residents in the communications work group, “What is your impression of, or what do you hope to happen with the communications work group?”

- Shaun: still in the beginning phases; identify some procedures needed; goals should be set
- Gabriela: a way to engage more people
- Shaun: we need to do more physical activities (lot activation) to get people involved
 - Maybe do a community clean-up activity
 - Where can we find a decent spot?
 - Train viaduct over Vernor
 - Lot where Vito Valdez’s fish used to be
 - Green Space on 25th & Bagley
 - Repair the World, gazebo space
 - Service tire shop
 - We need more people to be involved
 - Would like to see more cohesiveness and goal setting
- How does this action group relate to your hopes?
 - Gabriela: a little disappointed in turnouts, a little frustrated same people at work group meetings
- What has happened so far?
 - Beginning phases of communication process
 - Facebook & Twitter accounts have been created
 - Some e-mailings through the communication work group has been done

Reemphasizing the Purpose

As a work group, we thought it might be helpful to re-emphasize or solidify what we hope to be the purpose of the communications work group. Here are some of the ideas:

- We wanted to keep people in the Vista geography informed of all the happenings:
 - Updates and news
 - Meetings
 - Figure out a lot activation date
 - Figure out a lot activation activity
 - Communicate the date and time of the 2nd Vista community meeting

- Living room and group conversations
- Community and Vista-related events
- Writings that need review and input
- Survey results
- Different workshops

Using Effective Communication Tools and Strategies

The work group again discussed some different methods, strategies and tools that can be used for *effective* communication.

- Identifying people who are good at conveying information to the community
 - Jane Slaughter, Deb Sumner, Aaron Handelsman, Kim Hunter, Amanda Holiday
- A struggle to find one best way to communicate, must diversify methods
- What are the best ways to bring in and engage Spanish speakers?
 - family-oriented events and venues
 - Holding meeting after sports events at venues (soccer)?
 - Congress of Communities fairly successful at attracting Spanish speakers to community meetings (revisit this idea)
- Communicating through schools and churches
- Facebook – created
 - Need to figure out the guidelines
 - Control commercial uses (ads)
 - Obscene messages and negative commentary
- Next Door application
- Text
- Flyers
- Twitter account - created
- Phone
- Person to person
 - Need a person to person strategy, the most effective
- Personal networks
- Utilize methods already being used by residents (NextDoor, text alerts, other...)
- When: as needed, with updates no less than every __30__ days (discuss, refine)
- Process for getting information out to everyone
 - Make sure we are all on the same page with facts
 - Timing the communication
- Handling follow-up questions
- Expectations of action group members (for staff an each other)
- Date for next community meeting: Oct 27 or 28 (discuss date, time and location)
 - Monday the 27th would be better @ 6pm-8pm
- Date & agenda for next communications work group meeting
 - Thursday, October 9th @ 5:00pm