M E E T I N G N O T E S

Monday, June 13th 2:00-3:30 pm

CDI Communications Meeting

Present: DominiqueSayer, Kathy Coulter, Chris Blackman, Judy Moores, Chris Granger

1) CDI/City/Climate Action Mailing List-Database
Dominique and Chris met last week to review all the mailing /database lists collected so far in Climate Action process, CDI activities etc…The distribution lists that we currently have total more than 800 residents. Unfortunately, they are not in a workable format to determine who has been to how many events as duplicate names have been removed. Names and emails are put on a list based on the first event they have attended. Need to find a either a way to utilize Excel or another database software program for list content management. Chris Granger put together a spreadsheet of contacts, how they are kept and the number of contacts from each event/source. (see attached) From this point forward, a uniform set of data field should be used to manage contacts – sample list of possible data fields for a database appears below outline below. Chris also outlined the possible next steps with getting our lists and data organized for more effective use.

2) Newsletter--
The group brainstormed topics for the Newsletter over the next six months:
July – Jenifer Segar's Energy Upgrade; Zero Waste; Cool Summer Activities, U-Picks, pools, arboretum tours; Water Conservation (JMS said he would take a stab at this article).

August – Service Day Projects; Yolo Basin Bats; Young Voices – Chloe Sears, Asha Byrd…..

September – 350.org; Festival; Caffe Italia Food project update; Wild & Scenic Festival, CDI Festival

October – Wild & Scenic; composting pumpkins and other vegetation; CDI Festival

November – YFCU – LEED certification (what it takes) and hosting the next Partner Breakfast??

December – Zero waste holiday parties; shopping local;

Each newsletter should have the following content: Feature Article, Partner Profile, Tips (Q&A), Upcoming Partners, Partner Events, Summary of info/articles from

other sources with links – related to the CDI Mission and 100 words or less.

3) **Social Media**: The current administrators for the Cool Davis Facebook account need to be updated to remove Lisa & Bernie, and adding Chris Blackman. Chris will go onto the site to see what has been posted and its current status. There needs to be one person who would be responsible for managing the site and be able to answer and respond to questions and/or comments. It cannot be left to languish – must be a dynamic site to visit – as would our website.

4) The group discussed the list of publicity tasks, jobs & timeline for CDI Festival. Chris G. offered to draft a briefly article to recruit additional people to work on CDI related communications projects. Chris Blackman offered to help with developing the secondary materials for the Festival once the poster designs are completed and we have the design elements available to use. Kathy Coulter mentioned an interest in helping with the writing tasks for Festival publicity

Next Meeting: Monday, July 11, 2011 from 2-3:30, Dominique will send out the notice and confirm the location

Potential Data Fields

First name
Last name
Household Name
Address
Organization
Address
Title
Communications channel
- Phone
- Email
- Facebook y/n
- Preferred channel

Communications Activity

- Newsletter
- Event announcements – events, workshops etc…
- Fundraising & Sponsorship
  - Donor
  - Sponsor
- Call to Action

Internal CDI
CDI Role
- Core y/n
- Group (y/n)
  - Low Carbon Diet
  - Food/Waste
  - Lite House
  - Measurement
  - Communications
  - Leadership
  - Make Davis Cool
  - Festival
- Partner
- Partner Rep
- CDF