MEETING NOTES

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

The distribution lists that we currently have total almost 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. From this point forward, a uniform data field should be used to manage contacts – sample outline below.

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

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

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 – related to the CDI Mission and 100 words or less.

Social Media: The current administrators for the Cool Davis Facebook account need to be changed 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.

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