

**CITY OF SHORELINE
COUNCIL OF NEIGHBORHOODS MINUTES**

January 6, 2016
6:00 pm

Shoreline City Hall

COUNCIL OF NEIGHBORHOODS REPRESENTATIVES PRESENT

Ballinger –Stephanie Angelis
Briarcrest – Padget Dean, Alice Keller, Erin Middleton
Echo Lake – Nan Colton, Jeanne Monger
Highland Terrace – Cory Peterson, Cyndi Robinson, Krista Tenney
Hillwood – Christabel Britto, Ann Erickson
Innis Arden – June Howard, Domenick Dellino
Meridian Park – Gretchen Atkinson, Tom Karsten
North City – Dan Dale, John Fleming
Richmond Beach – David Davis, Susie Johnson
Richmond Highlands - Pete Gerhard, Robin McClelland, Kathy Plant
Ridgecrest – Patty Hale, Rebecca Sargent, Ellen Sullivan

CITY STAFF PRESENT: Rob Beem, Community Services Manager; Constance Perenyi, Neighborhoods Coordinator

I. Call to Order

Chair June Howard called the meeting to order and Pete Gerhard read the poem “Communication” by The Wanderer.

II. Review January 6 agenda and December 2 minutes

The January 6th agenda was approved. The December 2nd minutes were approved.

III. Public Comment

Gail Schwartz from the Neighbors North Network shared information about the village concept, which is a network of support that helps people stay in their homes despite the challenges or age or disability. There are four active villages in the area, with a fifth being planned for Shoreline/Lake Forest Park. Gail is looking for opportunities to do presentations to local residents: have flipchart and dessert, will travel! Gail can be contacted at 206-240-0279.

IV. Leaders Learning Together

This was the third in a series of Leaders Learning Together sessions, and the focus for this meeting was communications.

V. Board Report

June announced that the February meeting will be a diversity training with Heidi Schillinger from Equit Matters. The training will be open to everyone, and CON members are encouraged to invite their neighbors to attend.

There was no Council member at this meeting, nor will there be at the training in February. Councilmembers will resume visits at the March meeting. June also announced that Chris Roberts was just elected Mayor, and that Shari Winstead is now the Deputy Mayor.

VI. Neighborhood Coordinator Report

- Constance reminded everyone that there is still time to submit applications for the Financial Sustainability Citizen Advisory Committee. Forms are on the City Website, and are due by January 13th.
- She also shared information about the Council-mandated Promote Shoreline Campaign. PRR, the agency working on this project with Dan Eernisse, will be putting together infographics for each neighborhood. They have all the facts now, but need interesting little tidbits. Constance will be contacting neighborhood leaders to get those.
- The first World Dance Party of the year is January 22nd at the Richmond Masonic Hall. Constance asked everyone to take and post flyers, tell their neighbors, and join the fun.

VII. Announcements

- Domenick Dellino announced that he had just begun volunteering with the Hyde Shuttle program, and encouraged others to consider a commitment to a few hours a week to help seniors.
- Patty Hale reported that the Ridgecrest Public House is thriving, and now has food trucks scheduled 6 nights a week.
- Ballinger Neighborhood Association has a regular meeting space at North City Water District on the first Monday of the month.
- Highland Terrace is hosting a fun new winter event, Bingo for Books, and a potluck at the end of January.
- Robin McClelland announced that the King County Library System and the Shoreline-Lake Forest Park Arts Council have teamed up to offer programs at the Shoreline and Richmond Beach branches.
- Richmond Beach will follow up on the success of their dining out event in the fall with an upcoming Wine and Dine.
- Rob Beem talked about earned income tax assistance available for many Shoreline residents at Hopelink, and urged that information be shared widely with neighbors.
- Briarcrest's first Game Night was very successful, and will be followed by monthly ones at the Patty Pan Collective. Watch for more information about a storytelling event on February 5th.

XIII. Adjourn

Leaders Learning Together

Session 3: Communication – Informing Our Neighborhood

January 6, 2016

How do the following definitions add the picture of what you're *DREAMING* for your neighborhood?

COMMUNITY

A **community** is a social unit of any size that shares common values, or that is situated in a given geographical area (e.g. a village or town). It is a group of people who are connected by durable relations that extend beyond immediate family ties, and who mutually define that relationship as important to their social identity and practice.

In a **community**, intent, belief, resources, preferences, needs, and risks, may be shared in common, affecting the identity of the participants, and their degree of cohesiveness.

The word "**community**" is derived from the Old French *comuneté* which comes from the Latin *communitas* (from Latin *commnis*, **things held in common**).

NEIGHBOR

A **neighbor** is someone who lives very close to you.

The word "**neighbor**" is from Old English *nēahġebūr* ("neighbour"), equivalent to *nigh* + *bower*, or "**near dweller**."

Flip Chart Notes:

Group 1 Notetaker: Stephanie Angelis

Definition not reader friendly!

We like the durable relation!

Commonality between neighborhoods

Build resilient relations despite any differences!

Group 2 Notetaker: Nan Colton

Sharing Time / Getting Acquainted

Recognizing Faces – All Ages

Safe & Welcoming Neighborhood

Communication Links – Active & Frequent with Lots of Participation

Group 3 Notetaker: John Fleming

Place for neighbors to

- Communicate
- Gather (common area) + Welcoming
- Sharing of information in a timely manner (quickly)
- Trusting community

Group 4 Notetaker: Robin McClelland

Shared values

- Schools
- Economic “push/pull” factors

Aging in place

Safety

Wide range of choices for housing

Leaders Learning Together

January 6, 2016

Notes from Panel Discussion

How do you measure success of your communications?

- Numbers of people show up to events.
- Communications spread across different platforms.
- Successful targeting: getting messages out to people of different interests.
- People get information in multiple ways, including social media and print.
- Printed flyers surprisingly effective, especially when posted on bulletin boards and in public places (seeing people take pictures of flyers with their phones).
- Timing is right. For instance, Ridgecrest put up a timely FB post about the temporary closure of the Shoreline pool, and within a day, it reached thousands of people.
- Don't forget about the success of personal contact, of sharing face-to-face with neighbors. Word of mouth is very effective.

How well does email work now?

- Ridgecrest has an active email list, augmented at the Ice Cream Social when people turn in their postcards and are asked for their e-addresses. While the NA uses email regularly, they rely on social media for anything critical or time-sensitive.

- Email is just another tool, and is effective for some people, but should be combined with other means to get the word out.

How to decide in advance what is the most effective communication for specific events?

- In Innis Arden, activities are determined well in advance, and dates are communicated in every message.
- In other neighborhoods, there are recurring annual events, and that makes promotions more predictable.

What is a cadence of events in most neighborhoods? Varies: in Innis Arden, there are 2 meetings a month, and events throughout the year; in Richmond Beach, there are monthly board meetings and regular membership meetings; in Ridgecrest, regular board meetings and rare public informational meetings, but events through the year; in Echo Lake, public meetings 9 months out of the year feature speakers and bring out steady attendance.

What is success of events? That is relative, given size of neighborhood, and that some events just draw smaller numbers. Sometimes, smaller turnouts lead to later engagement. Rule of 9: a good experience is likely to be shared with 9 others, and success may not be measurable until later down the line.

How are websites maintained?

- Some neighborhoods have decided to keep their website static, with basic information about meetings and contact information.
- Other neighborhoods have volunteer webmaster who regularly update content. Suggestion: look for volunteers who have web and graphics skills. And be sure to have back-ups.
- Suggestion: Go Daddy Web Builder is easy to use for site design and maintenance.

Constance reminded everyone that the City can help with communications:

- Contact her if you want to have an event put on the City calendar, or on the monthly News for Neighborhoods that goes out through the City's Alert System.
- Neighborhood events can occasionally be published in Currents.

She also asked that Neighborhood Associations help get the word out about critical issues in the City. She works with a list of news disseminators (who send emails, post on website and social media) in each neighborhood. Please let her know if you would like to have anyone added.