

**CITY OF SHORELINE
COUNCIL OF NEIGHBORHOODS MINUTES**

January 4, 2017
6:30 pm

Shoreline City Hall

COUNCIL OF NEIGHBORHOODS REPRESENTATIVES PRESENT

Ballinger –Stephanie Angelis, Joyce Lingerfelt
Echo Lake –Diane Hettrick, Jeanne Monger, Marla Tullio, Ellen Wood
Highland Terrace –Cyndi Robinson
Hillwood – Boni Biery
Innis Arden – Domenick Dellino
Meridian Park – Gretchen Atkinson, Tom Karston
Parkwood – Braden Pence
Richmond Beach –Sheri Ashleman
Richmond Highlands - Pete Gerhard
Ridgecrest – Patty Hale, Dan Jacoby, Ellen Sullivan

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

GUESTS: Tim and Whitney Beechie

I. Call to Order

Chair Pete Gerhard called the meeting to order.

II. Introduction

Chair Pete Gerhard explained that this was not a regular business meeting, and that December minutes would be reviewed at the February 1 CON meeting. He then introduced Tiffany McVeety, panel moderator.

III. Communications Workshop with Heidi Schillinger

Tiffany McVeety introduced Cher Martin and Brian Somers, both communications experts who have presented at Quick Start programs. They first led participants through an exercise to define their neighborhood's values.

In the second half, Cher and Brian shared what is most important in developing a communications strategy. Their key messages were:

- 1) Know who you are, and communicate that clearly and consistently, especially through your website.
- 2) Content! Content! Content! Keep your text clear and engaging.
- 3) Integrate all means of outreach. Make them work together.
- 4) Choose one social media platform, and use it frequently to inform, educate, entertain, delight, and inspire.
- 5) On a regular basis, offer a digital giveaway, something simple that will lead people to share email addresses you can add to your list.

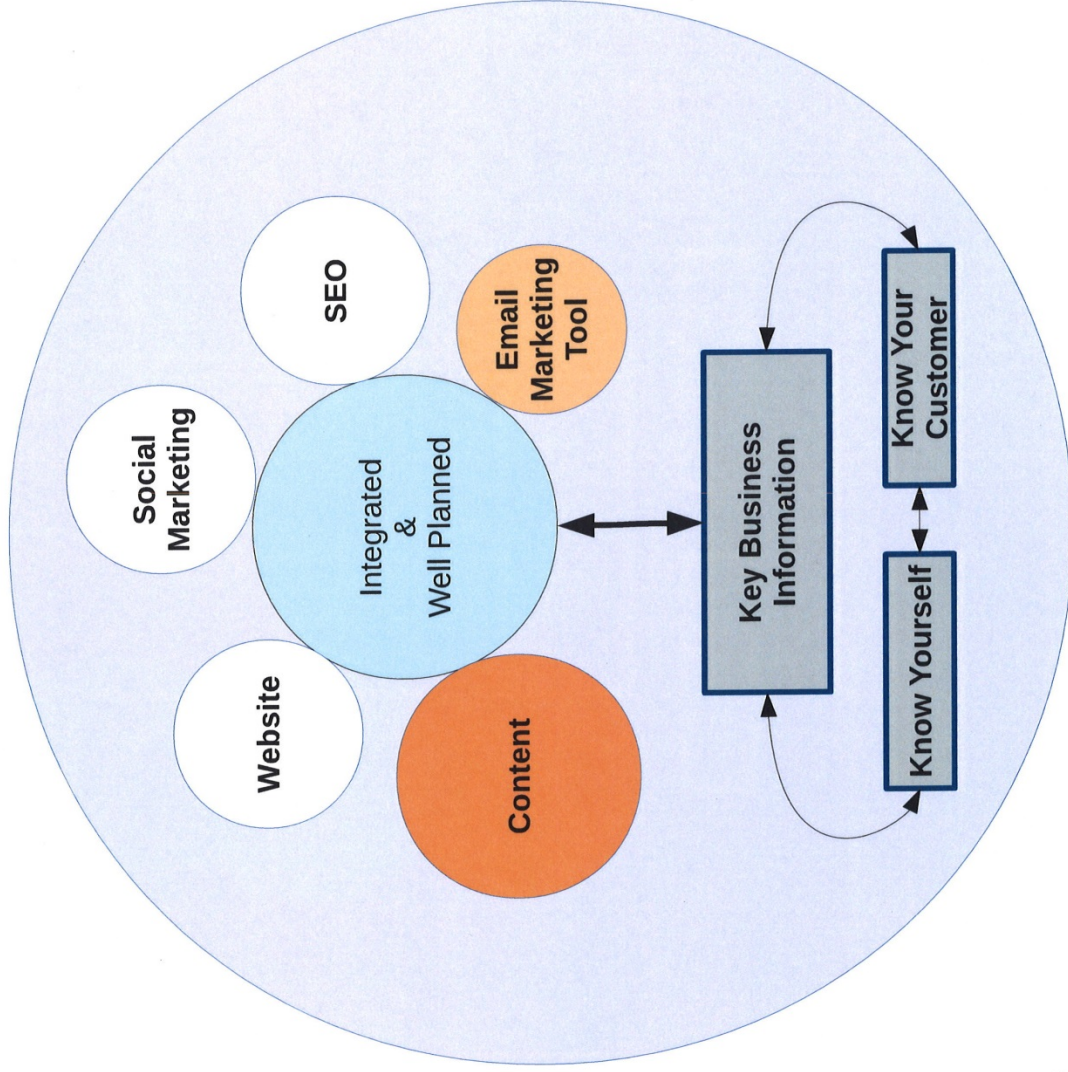
6) Set one achievable communications goal at a time, accomplish it, and set the next one.

Tiffany McVeety wrapped up the evening with information about an internship program neighborhood leaders can draw on for help with their communications projects. Learning Center North is a King County program that pays students to help professor, and community groups do research, create and then implement proposals.

IV. The meeting was adjourned at 9:17 p.m.

MEETING HANDOUTS BELOW

Creative
Digital Marketing
System



Contact Info

Cher Martin
cher@chermartin.com

Brian Somers
b11somers@gmail.com

Key Elements

Website

Email Environment

Social Platform

Digital Giveaway

Sales Gateway

Great Content!

CreativeDMS-ClientProcess.odg
Copyright Creative Digital Marketing Systems

Key Actions

Blog

Email Campaign/
Newsletter

Pins / Posts / Ads / Tweets

Offer In Exchange
For Email
(via Email, SM, Website)

Offer of Product/Service
For \$
(via Email, SM, Website)