

**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 Panel**

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.

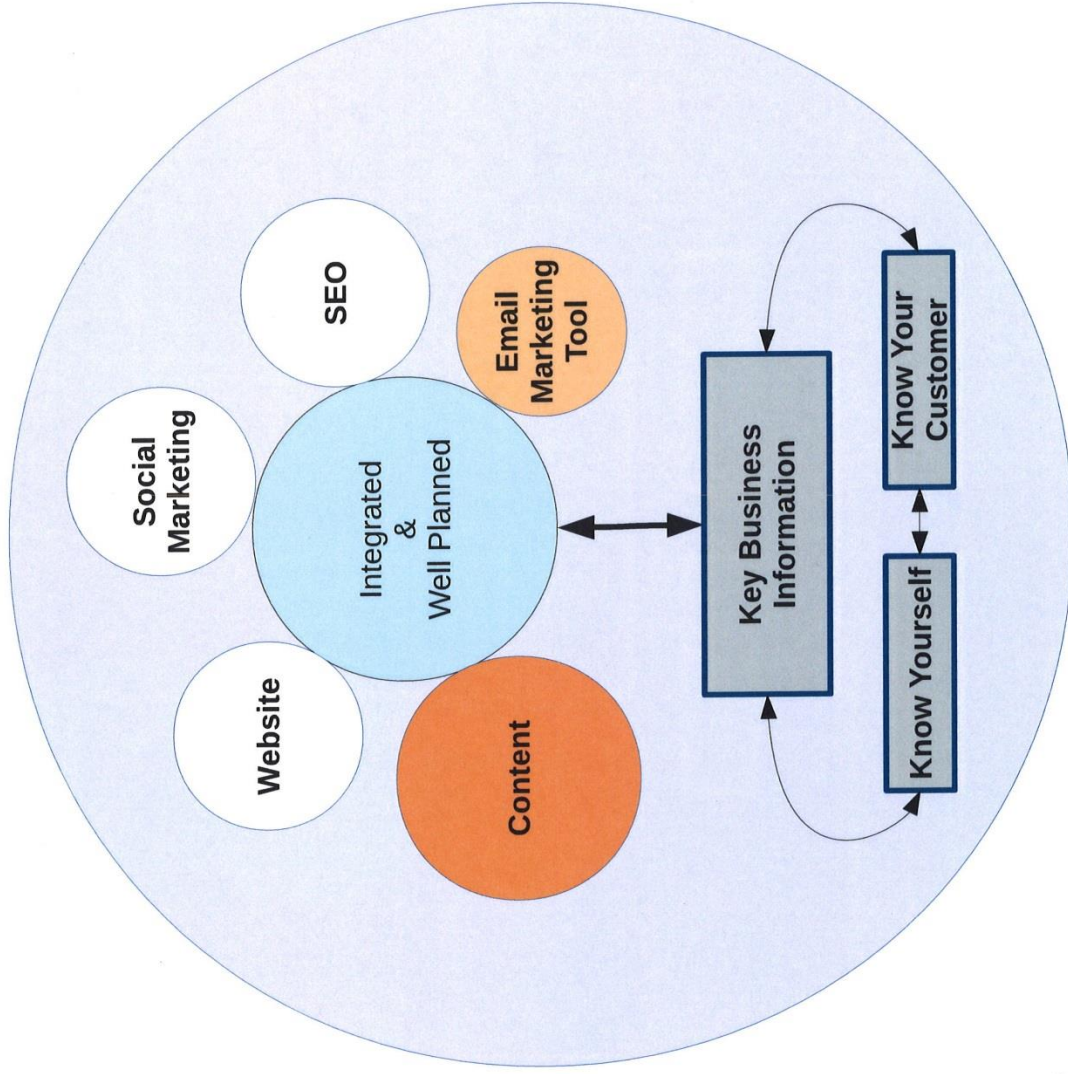
6) Set one achievable communications goal at a time, accomplish it, and set the next one.

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)