

Sudden Valley Communications Committee
Meeting Minutes (Draft)
Monday, April 7, 2008

Present: Curt Casey, Chair
Marlene Harlan, Elizabeth Huthert, Bill Audley, Audrey Schwartz, Grace Shaffer

Excused Absence: Dixie Doran, Naomi Bunis, Ken Schacht, Karen Skillern

Absent: Curry Miles (UFN), Jerry Peel (UFN)

Meeting was called to order at 6:10 p.m.

Community Members: Stan Soderburg, Jim Huthert

Announcements – Curt thanked committee members for actively participating in the “Get Out the Vote” campaign these past few weeks.

Community Member Comments – Jim Huthert commented on the April SV Views and the thoroughness of the coverage of the election results.

Acceptance of Minutes

Meeting minutes of the March 17th meeting were reviewed and accepted as written.

Old Business

- A. New Resident’s Program – Meeting scheduled on May 3rd at 10:00 a.m. in the Multipurpose Room at the Community Center. Elizabeth and Audrey updated the committee. They have solicited almost all local businesses for donations. Elizabeth shared the visual budget presentation with the committee. Recommended names for the Program include: Welcome Neighbor, Howdy Neighbor. Marlene will provide the graphics to Elizabeth for her presentation.
- B. Special Board Meeting – Curt presented an overview of the Special Board Meeting to the Committee.
- C. Board Chats – The Committee discussed the continuation of these chats as a continued outreach effort to SV Members. Stan recommended having themes for each chat to focus discussions and to increase community involvement (ie: Security, ACC, Special Groups). Discussion to be continued at the next meeting.
- D. Outreach Efforts - Meet and listen to various interest groups in SV to determine concerns and interests. Provide opportunities for SV Members to sample services such as free round of golf, free fitness center week, free Recreation Center access, etc. (Curt to talk to Golf and Recreation Center about certificates for the new resident packets.) Strategic and tactical efforts in marketing were discussed. Other suggestions include expansion of Bookmobile Services. Fundraise for specific projects such as the Community Garden. Discussion to be continued at the next meeting to identify different constituency groups.

New Business

- A. Public Relations

- a. Pending Articles for May – Deadline is April 25th for the Views. Send articles to Curt Casey. Leslie McRoberts will have an article for the Views about the potential merger of City of Bellingham and Lake Whatcom Water District 10.
- b. Discussion with Bellingham Herald – Curt discussed options to improve relationships with the Herald. Stan will talk to former editor of the Herald about building a more positive relationship between the paper and SV.

Communications and Outreach Committee Meetings are normally held the 1st and 3rd Monday of each month.

Next Communications and Outreach Committee Meeting will be held on April 21st at 6:00 p.m. at the Community Center.

Meeting was adjourned at 8:00 p.m.