

NOPNA Board Meeting Agenda

Sunday, 2/3/08

Presenters:

Tim Paschke

Kandace Jeromin

❖ What We Have

- NOPA vs. NOPNA
- Newsletter Assessment
- Website Assessment
- Culture & Character of Neighborhood

❖ What is Working?

- General Meetings
- Yahoo Group
- Newsletter Distribution
- Communication with City Officials
- Current Information
- Neighborhood Events
- Residents with Passion

❖ What & How Can We Improve?

- Our Name & Brand
 - NOPA vs. NOPNA
- Newsletter Features
 - New header
 - Issue highlights
 - Snippets
 - City and/or County report
 - Q&A with a resident or new business owner
 - Community Calendar
 - Seasonal tip (recipe, party idea etc.)
 - Membership form
 - Explore additional advertising opportunity (website, flyers etc)
- Newsletter Characteristics
 - Conversational
 - Consistent font
 - Request feedback
- Website
 - New look
 - More efficient, organized content
 - Collapse categories into 5 or 6
 - User friendly
 - Expand business listing
- Culture and Character of Neighborhood
 - Events

- Welcome kit