

## Cully Association of Neighbors

### Board Meeting

### Draft Minutes

June 25, 2019 6-8pm

Columbia Ecovillage Farmhouse, 4657 NE Killingsworth St.

**Board members in attendance:** Josh Heumann, Isha Leinow, Mac McKinlay, Claire Alyea, Gregory Sotir, Stephanie Neely. Absent: David Sweet, Annette Pronk, Jonathan Cruz (stepped down)

#### **Introductions and approval of April 2019 meeting minutes**

Meeting starts at 6:03pm.

*Motion to approve minutes:* Greg Sotir motions to approve the May board meeting minutes. Stephanie Neeley seconds. All in favor. None opposed, none abstain. Motion passes.

#### **Newsletter Editor Check-in**

Alma Velasquez, former board member and Lynette Yetter, newsletter editor.

Lynette Yetter has completed 3 issues, but this is her first meeting with the board. No previous newsletter policy. Officially CNN gets issue sent for approval. Lynette understands a basic system of how newsletter is approved through Alma. Alma had guidelines for the newsletter from previous years that she passed on to Lynette. Issue is finalized should the board get approval. Josh has list of new policies. Alma: instead of entire board giving feedback on pictures and articles, it would go to the chair before CNN. Josh: Chair or representative delegate will get approval for issue. This wasn't in writing before - wanted to have something that codifies what we do.

Lynette: Reviewing articles on the 15th of the month before it was published pushes things close to the deadline because that is close to when it needs to be sent to the printer. Last issue there was a lot of back and forth with Signe and translations - lots of work has been done. Translator wants articles sent one at a time instead of a chunk. Lynette doesn't want to scale the newsletter back. The timeline is currently very tight and has concerns about approving articles: Autumn and Winter lists of articles are already full. Lots of story ideas already.

Lynette is already sending a story list to the board. But no-one on the board has seen it. There must be an error in communication. Lynette has a list of historical information of where to send information from Alma: it is possible that it was outdated.

Mac: Lynette should send story list to Signe, and josh at the same time. 2 weeks ahead with the final copy we need to have it so we can have a review.

July 1st is story list deadline. July 15th is article deadline. It can be hard to gather all of the stories from many folks with various understanding of deadlines

Josh: Deadlines: July 1 story idea; July 7 story.

Josh: confirmed list of stories by first week of July. Last week of July - first week of August.

Stephanie: the newsletter is a very large task. All of the board's money goes on the newsletter. \$9,000-\$10,000. Is this the intention of the board that this is our largest expense? Is there a mission for the newsletter/ outreach goal that we can try to focus on. Newsletter can be self-sustaining with just ads if we changed how they work. \$3,000 in ad money; \$2,000 from CNN; deficit of \$5,000 for newsletter.

Newsletter will be added on the agenda on the board retreat.

Lynette: transition of ad manager has changed how we distribute the newsletters. Stephanie will have to do all of the invoices for ad management now. Stephanie hasn't had time to go through all of the information about this - it is a lot of extra work for the treasurer. Lynette thinks that ad management is a little bit overwhelming. Stephanie thinks it is possible that a lot of free ads might happen because of lack of ad manager for accounting. Claire acknowledges a lot of extra work was just given to Stephanie and it doesn't sound like there is enough volunteer effort to support such a large newsletter and all of the ad management.

Concordia has monthly newsletter with paid staff. If we have more ad revenue to cover the cost. To add a couple pages printer says that it has to be 8 pages more. \$250/issue. Mailing cost won't increase.

Story list will now be June 15th because it will have to be 2 weeks before. The timeline of newsletter: it goes to the printer 2 weeks before published (15 August). August 1st sent to Signe.

Alma: it is important to weigh all of the pros and cons of deadlines - an ideal is to have it be quarterly. Deadlines might not be met.

Greg: How important is it that we review the layout as long as they reflect the community? Josh: agree. Interested in mostly having a rough idea of the .

Lynette: What I hear is to send board chair the stories before they get sent to the translator after they have been finished editing to speed up timeline. Current translator does not feel like she is paid enough.

Isha: we are trying to establish a process that works for everyone. If the 2 weeks doesn't work for you, what would work for you?

Josh: as soon as you have a list of the articles, send them to Josh. Once they are edited, send them to Josh. That should cover it. Version that goes to CNN will also go to Josh.

Lynette: Ads can maybe help cover an additional 8 pages.

### **{RETREAT TOPICS**

***Mac: a) what is the purpose of the newsletter and the website? what do we want to accomplish? b) what is the correlation between size of newsletter and ads that we can receive. consider that a***

***newsletter will bring more money in c) maybe we don't need to mail the newsletter: it costs a lot. maybe we can distribute another way.***

***Stephanie: with effort put into this intentional creation, are we receiving enough support to do this newsletter. designer: had to pay someone; have to pay a translator; ad manager position was not taken and now we are all absorbing the work. it is a big project, expensive project, what we spend the most money on. it is great and it should be supported.}***

Lynette: wants to make sure that everyone is getting the same information. It is important that it goes out through the mail because it is the most practical, we have 5,400 newsletters to hand deliver and it seems like a big job for volunteers.

### **CAAT Letters of Support Against Polluters**

Letters that are going to different polluters in different communities. Linton community letter will be the most similar to the one that will likely be written for Cully. Portland Clean Air: distribute to 50 agencies to have people sign on and then deliver to the polluter with a mass of signons.

Greg affirms to Isha that the intention is that will be signing on to these letters as CAN to support other neighborhood associations. Our letter could be delivered to other neighborhood associations to be approved to help gain support.

Cully letter will be written at a later date.

Isha: I support this philosophically but not sure what we need to have approved by the larger general membership and what the board can approve.

Greg: Kathy and the board tried to have a measure that if the board approves something, we can present to general assembly.

Mac: Creston-Kenilworth is on the Linton letter. An editing comment for these letters is that it should be that the main neighborhood association supports it and then there is support by other organizations after this.

Greg: Did not like Portland Clean Air's original letter for Cully. Do think we should sign onto these letters.

Mac: agrees to support letters

Josh: in the past we have brought things like this up for the vote except where timing prevents it. Would be ok with trying to approve these now and then presenting them to the general assembly, but not as familiar with our bylaws.

Isha: Mac is suggesting we wait until we have the Cully letter, this puts us at the August board meeting.

Greg: will have this be an item for the September meeting: can approve them then, but won't be a huge part of the meeting.

### **Retreat Plans**

August 4th 10am-4pm @ Columbia Ecovillage. Reduced by 2 hrs and also have some walking and stretching time. *Topics:*

Plan for the Website

New Board member Packet

Connection between Budget and Newsletter

Grants (need an owner for this)

Our Relationship with CNN

Fundraiser Option Brainstorming

Discussion about Our Activism / How to connect with other organizations

Philosophically what is the Goal that we want to Achieve with the Neighborhood Association

Incorporate where we're all coming from

### **Recruiting New Board Members**

Jon's seat will be vacant next meeting - election in the Fall to replace this member. We should always have an ongoing list of people who want to help with the neighborhood. Cully cleanup volunteers: Walt and his partner Marsha, Noelle, Kelly Powers. Could use more relations to schools. Suzanne Raymond (Columbia Slough Water Council), Bobbi Stewart Pallette 42, Bruce Nelson (Tree Team), NEFP AJ. Fernando (school), Ceci (NEFP) did not pan out last time. Oakshire, Yonder, Resale Shop owners. Beeswing owner/manager.

### **General Meeting Topics**

September: 2 letters to answer. Commissioner Jayapal. Air quality focus at meeting? Greg possible DEQ involvement.

November/December: Holiday theme with businesses.

June 2020: Volunteer appreciation should be emphasized and more of a main focus.

Send an eblast to ask the community to ask what topics the neighborhood constituency wants to hear. September meeting have a way for attendees to bring up or vote on different topics they are interested in. Perhaps a map of neighborhood where we notes and stickers for things that we want to focus on - bring stickers to meetings to try to have topics be continually voted on as a compass for where we are going.

Hosting a meeting/field trip at a different location possibly once a year.

Roseway liked our letter to Zenith. T/LU only meeting as needed during the summer. Board meeting 23rd of July: Isha and Greg will not be present. Claire not present for September general meeting.

Some general meeting topic categories: Nature, homelessness, housing, transportation.

### **Action Items**

Claire/Marilee - send CNN budge

Greg - bring Portland for Clean Air summaries and have letters available for people to read.

Greg - reach out to DEQ for September meeting.

Josh - reach out to Commissioner Jayapal to find out when she can come to our meeting.

All members: Volunteer recruitment; new board member outreach

Create google form for voting on topics through distro list.

**Adjournment**

*Motion to adjourn:* by Josh Heumann, seconded by Greg Sotir. All in favor. None opposed or abstaining.  
Motion passes. Meeting adjourned at 7:52 pm.

Minutes submitted by Claire Alyea, Secretary of CAN.