

ANC6A Community Outreach Committee
October 17, 2011 Minutes
Church of the Lord Jesus Christ of the Apostolic Faith annex, 1235 C St. NE

Meeting called to order at 7:30 p.m.

Committee members present: Elizabeth Nelson (Chair), Louis Barbash, Jean Kohanek, Pat Joseph (quorum)

Committee members absent: Mark Roy, Rose Williams, Necothia Bowens,

- I. Agenda
 1. Adopted without item #4 - Consideration of grant application from Eliot-Hine PTSA. An application has not been received, though we have been told to expect one in November.
- II. Status of ANC/COC activities
 1. Funding for grant application from Cub Scout Pack 3838/Maury ES PTA was approved by Commission at October 13 meeting.
 2. The spring flowering bulbs purchased by the Capitol Hill Garden Club with funding from an ANC 6A grant have been distributed to individuals and groups who will plant them in public areas within ANC 6A.
- III. Discussion of bid from Capitol Community News for advertising in Hill Rag and Fagon Community Guide
 1. Capitol Community News submitted a bid (\$3,815.00) for 12 monthly ¼ page ads in the Hill Rag plus one ¼ page ad in the Fagon Guide. These ads would be very similar to those run in past years. The monthly ads announce the ANC and committee meetings for the month plus contact information for the Chair and the URL for the website - also a solicitation for participation. Recently, they have included notice of the ABL hearings on the possibility of a cap on liquor licenses on the H St. corridor. The Fagon Guide ad includes contact information for all commissioners. Creation of the ads is included. The bid is only slightly higher than the one received last year (\$3,689.00).
 2. There was very little discussion as the committee revisits this issue annually and there has been little change. Ms. Nelson noted that Capitol Community News (Hill Rag) has been very cooperative about making last minute changes (when possible), gives us a preferred location (near the ANC reports) and that the relationship runs smoothly. ANC 6A is required to post notice of meetings and this advertising provides a means to do so (as does the website). The question was posed, whether or not to advertise again in the Fagon Guide but the universal sentiment was that it should be done. Committee members attested to its popularity; given the outcry when delivery is late, folks must be using it. The cost of the Guide add is only \$470 and, if both ads are purchased, there is a significant discount (\$1,635.00) such that it is cheaper to do both.
 3. **Motion: Ms. Kohanek moved that the COC recommend that ANC 6A accept the bid from Capitol Community News for 12 monthly, ¼ page ads plus one ¼ page ad in the Fagon Guide at a cost of \$3,815.00. Seconded by Mr. Barbash. Vote 4 in favor, none opposed.**
- IV. Other items as suggested by committee members

1. There was a brief discussion of advertising in The Hill Is Home. ANC 6A ran an ad for three months. Committee members felt that there wasn't sufficient evidence to demonstrate that it was worthwhile to continue at this time but may revisit the issue later.
2. There was an even briefer discussion of the proposal from last year to attempt advertising in the Washington Informer. While funding was approved, ads were never purchased because it was too unwieldy to work out the details.
3. At the October ANC meeting, Commissioner Veenendaal-Selk inquired about additional means of advertising. The Community Outreach committee continues to believe that the ANC flyer is the best means of addressing those concerns. When redistricting is settled (and the borders known) the committee will begin work on a new edition.

V. **The next meeting of the COC will take place Monday, November 21, at 7:30 p.m. at 1235 C St. NE**

Meeting adjourned at 8:20 p.m.



Capital Community News, Inc.

Hill Rag MidCity DC East of the River
 Fagon Community Guides
 The Education Edition
 Billing Address: PO BOX 15477
 Washington, DC 20003-9997

Invoice

Month of Service	Invoice #
11/1/2011	58133

ANC 6A
Nick Alberti
Box 75115
Washington, DC 200013

P.O. Number	Terms	Due Date	Rep
	Due on receipt	11/1/2011	AL

Quantity	Description	Item Price	Publication	Amount
12	1/4 Page -- 12x Frequency -- Vertical	415.00	GOV - Hill Rag	4,980.00
1	1/4 Page -- Fagon Community Guide	470.00	GOV - Hill Rag	470.00
	Subtotal		GOV - Hill Rag	5,450.00
	Special Discount Rep Andrew Lightman	-30.00%	GOV - Hill Rag	-1,635.00
	Subtotal		GOV - Hill Rag	3,815.00

NEW BILLING ADDRESS

Please send your checks to:

Capital Community News, Inc.
PO BOX 15477
Washington, DC 20003-9997

Total this Month	\$3,815.00
Payments/Credits	\$0.00
Balance Due Month	\$3815.00

Thank you for your business.

Phone #	Fax #	E-mail	Web Site
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