

ANC6A Community Outreach Committee
November 22, 2010 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), Rose Williams, Louis Barbash, Jean Kohanek, Pat Joseph

Committee members absent: Necothia Bowens, Mark Roy

I. Agenda

1. Adopted.

Status report on ANC/COC activities. The ANC voted at the November 11 meeting to support the recommendations of the COC regarding advertising.

II. Status report on November 11 ANC meeting.

1. The ANC voted to support the recommendations of the COC regarding advertising.
2. Pat Joseph was confirmed as a member of the COC.

III. Discussion of advertising in Hill Rag and Fagon Guide

1. While the content of these ads will need to be updated to reflect the new Commissioner/Officers, the format will not change. After the Chair has been elected at the January ANC meeting, Ms. Nelson will forward the updated information to Andrew Lightman, the person who will create both ads.

IV. Discussion of advertising in TheHillsHome:

1. Funding has been approved for 3 small "square" ads.
2. Given the size of these ads, the content must be brief, "catchy", and encourage the viewer to visit the website for further information. After extended discussion, it was decided that, while there should be a unifying theme, each of the ads should be slightly different and should incorporate animation so as to attract the eye of the viewer. The theme will be "Who Cares?" [the ANC, of course]. Each ad will feature a different area of constituent concern and will rotate through three panes including a statement of the concern, the "who cares?" tagline, and then the ANC 6A logo with a link directly to the website. For example: Frustrated with City services.../Who cares?/ANC 6A.
3. Ms. Kohanek will develop three sample ads and will share them, via email, with the COC members to obtain feedback before submitting the final versions.
4. There was also discussion of the best timing for launching new ads. It was decided that 7-10 days in advance of an ANC meeting might be best. So, we plan to launch the first ad on January 3. The schedule can be modified after we have some experience and feedback from users.
5. At the November ANC meeting, Sahree Lawler, representing The Hill Is Home, alluded to a favorable change in rates. Ms. Kohanek will discuss that with her and develop a plan for payment and for launching of the ads.

V. Discussion of advertising in Washington Informer:

1. These quarterly ads will contain the same information as that in the Fagon Guide, though they will be laid out slightly differently due to the shape of the advertising space. Complete information will not be available until after the January ANC meeting.
2. When Ms. Nelson receives the proof of the Fagon Guide ad, she will forward to Ms. Kohanek who will create the Informer ad.
3. Ms. Bowens, who was not present at the meeting, will negotiate a favorable rate with the Informer.
4. It is anticipated that both the ad layout and payment plan will be in place for the ad to run for the first time in February or March. As the ad presents general information (the publication schedule does not lend itself to advertising of specific meetings), the timing is not critical.

VI. As there is no pressing business expected in December and quorum might be difficult to achieve, the December meeting of the COC is canceled. **The next meeting will take place Monday, January 17, at 7:30 p.m. at 1235 C St. NE**

Meeting adjourned at 8:45 p.m.