

ANC6A Community Outreach Committee
October 18, 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, Necothia Bowens, Louis Barbash, Jean Kohanek

Committee members absent: Mark Roy

Community members present: Sharee Lawler and Marha Huizenga from TheHillsHome and Pat Joseph, Leo Rice

- I. Agenda
 1. Adopted without item #2 - Status report on ANC/COC activities. There was concern that we might lose a quorum so we moved straight to discussion of paid advertising.
- II. Discussion of bid from Capitol Community News for advertising in Hill Rag and Fagon Guide
 1. Capitol Community News submitted a bid (\$3,689.00) 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. The Fagon Guide ad includes contact information for all commissioners. Creation of the ads is included. The bid is the same as for the past two years.
 2. Ms. Nelson noted that Capitol Community News has been very cooperative about making last minute changes (when possible, gives us a preferred location (near the ANC reports) and that 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). Ms. Kohanek noted that the price has not increased and that, since the arrangement has worked so well in the past, we shouldn't "mess with success".
 3. **Motion: Ms. Bowens 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 \$3,689.00. Seconded by Ms. Kohanek. Vote 5 in favor, none opposed.**
- III. Discussion of proposal to advertise in Washington Informer:
 1. Ms. Bowens and Ms. Williams explained that the Washington Informer serves a somewhat different demographic than the Hill Rag. Ms. Kohanek noted that we have been trying to expand our outreach to more people who may not already be familiar with the activities of ANC 6A.
 2. There was extended discussion of the rates (copy of sheet is attached). If ANC 6A ran an ad once a month, similar to that in the Hill Rag, it would cost approximately twice as much, although it could be done in black and white to save money. Also, it would only be in print for a week (because it is a weekly publication), so it would not lend itself to advertising the ANC and committee meetings, because they don't all occur in the same week.

3. Ms. Bowens suggested that the ad could be run quarterly with content more similar to the Fagon Guide than to the Hill Rag, in other words, include basic contact information for commissioners (with mention of website and ANC map to identify SMDs) rather than specific meeting information. Ms. Nelson noted that the content suggested by Ms. Bowens would work well given the publication cycle (weekly) of the Washington Informer.
4. Unlike the arrangement with the Hill Rag, creation of the ad itself is not included. However, if the ad were to run only quarterly (and did not change frequently), this would not be particularly onerous and Ms. Kohanek and Ms. Bowens believe they would be able to serve as each other's back up and do the work.
5. Ms. Bowens offered to contact the Washington Informer (if the Commissioners approve the expenditure) to discuss a possible discount.
6. **Motion: Mr. Barbash moved that the COC recommend that ANC 6A approve the expenditure of \$1,500 (not to exceed) to pay for quarterly 1/5 page ads in the Washington Informer for a trial period of 1 year. Seconded by Ms. Bowens. Vote 5 in favor, none opposed.**

IV. Discussion of proposal to advertise in TheHillsHome:

1. Ms. Huizenga gave a brief history of DCAccess and TheHillsHome blog. As she pointed out, DCAccess hosts the websites for ANC 6B, ANC 6C, ANC 6D and several other ANCs in other Wards. [The ANC 6A website is hosted by Gallaudet University.] TheHillsHome was begun this past May and has only recently begun accepting paid advertising.
2. Ms. Lawler gave a demonstration, on her laptop, of the blog - specifically examples of other ads. Currently, ads are placed by emailing the file to Ms. Huizenga; in future, it may be possible for advertisers to upload their own files.
3. There was some discussion as to size and content also how many page views would be necessary, how often the ad should be updated and ad placement. All agreed that a small ad would be a good place to start and that, given the size of the ad, the main focus should be the URL of the website. Ms. Bowens suggested using an animated .gif file, which Ms. Kohanek said she could produce. Ms. Williams observed that this could potentially be a means to diversify out-reach efforts. Ms. Kohanek suggested that, if we do go forward, we should work with Gallaudet to determine how much traffic is coming from the link on TheHillsHome. Ms. Nelson agreed to discuss that with her contacts at Gallaudet University. Mr. Barbash suggested that, considering this is a new form of advertising for the ANC, it was not necessary to decide in advance on the exact advertising plan. Instead we should ask for a relatively small sum of money and experiment with the new medium to see what works best.
4. **Motion: Ms. Kohanek moved that the COC recommend that ANC 6A approve the expenditure of \$350 (not to exceed) to pay for advertising in TheHillsHome. Seconded by Ms. Williams. Vote 5 in favor, none opposed.**

V. The COC requests that Pat Joseph be confirmed as a member of the COC.

VI. The next meeting of the COC will take place Monday, November 25, at 7:30 p.m. at 1235 C St. NE

Meeting adjourned at 8:25 p.m.

Rates from TheHillsHome:

\$100 - square ad with 5000 page views

\$200 - vertical or square ad with 10,000 page views

\$300 - banner, Vertical or square ad with 15, 000 page views.

20% off for non-profits.