

ANC6A Community Outreach Committee
November 19, 2012 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), Pat Joseph, Louis Barbash, Rose Williams (quorum)

Committee members absent: Jean Kohanek

I. Agenda

Adopted with addition of ANC flyer discussion.

II. Status report on ANC/COC activities and revised grant guidelines.

1. Ms. Nelson has been in touch with the incoming commissioners to get their contact information for the website. She will publish the revised Commissioner page in early January. The group photo will be taken at the January 10 at the ANC meeting.
2. The commissioners voted in October to accept the COC recommendation that ANC 6A provide \$533 toward the cost of storage carts and pole bags as requested in the grant application from the Eastern SHS PTSA. A check has since been provided made out to the vendor. The Treasurer has the letter and invoice; Ms. Nelson will follow up to ensure that we receive the receipt. The amount of this grant will come out of the FY2013 grants budget.
3. Ms. Nelson reported that the commissioners have approved the committee's recommended approach to the grant making process. The application form on the website has been updated to reflect this. Committee members are asked to review it. The grants budge for FY 2012 is \$5,000 less the \$533 provided to the Eastern PTSA. Divided as per the new guidelines, this means that there will be \$1,967 in the winter cycle, divided in half into large (>\$300) and small (<=\$300) grants, and \$2,500 for the summer cycle (also divided into large and small grants). There is a possibility that additional funds will become available if expenses are less than projected.
4. Ms. Nelson was approached by two organizations about the possibility of making a grant request. However, they did not meet the guidelines, particularly the timing. In one case, Ms. Nelson was able to refer them to the Capitol Hill Community Foundation. Both organizations have been asked to consider other activities for which they might want to apply for grant money and to approach the COC earlier in the process in future.

III. Discussion of print media advertising.

1. Ms. Nelson received the bid from Capital Community News (Hill Rag/Fagon Guide) the day of the November ANC meeting - with payment due December 1, if the ads are to continue. As the funds had already been budgeted, the COC has been unanimously in support of this expenditure in the past, and timing was critical, the matter was brought before the commissioners under New Business. The commissioners unanimously supported it. However, there was some discussion of the necessity of print advertising and whether the Hill Rag was the right publication. Incoming commissioner Sondra Phillips-Gilbert asked that consideration be given to advertising in the African American.

2. In response to Ms. Phillips-Gilbert's suggestion, Ms. Williams attempted to contact the African American to get pricing and circulation information. She reported that she has called twice but has not yet received a response. She will continue to try. She noted that, so far as she has been able to determine, the only location in ANC 6A where the publication is available is a box on Benning Road. At one time, it was available at Safeway (a useful location, though not in 6A) but that has been discontinued.
3. To answer questions raised by the commissioners (at the November ANC meeting) regarding the location of distribution points in ANC 6A, a list was requested; it appears at the end of the minutes. Andrew Lightman (managing editor) repeated his offer to add locations on the advice of the commissioners. Email was sent twice to all commissioners (and incoming commissioners) requesting their suggestions. There was only one response - that Rosedale Recreation Center be added (already on the list to be added) and a box at 18th and D Sts. NE. This last request has been forwarded. Ms. Nelson will inquire of Dr. Lightman whether the managers at the two recreation centers (Sherwood and Rosedale) have agreed to accept the publication.
4. The COC wishes to reaffirm our position that it is important to continue advertising in the Hill Rag/Fagon Guide. We have a fairly robust electronic presence, posting meetings and documents on our website and two listservs. But print advertising reaches a somewhat different audience. Even where there is overlap, print serves as a good reinforcement of the message. Plus the Hill Rag provides coverage of ANC meetings and other topics of interest to ANC 6A constituents - and gives both a large discount and favorable placement of the ads. Lastly, the ANC is required to advertise through two methods.

IV. Discussion of revision of ANC 6A flyer (topic added by Ms. Williams).

1. All agreed that a new flyer needs to be created to be available on the website in January when the existing flyer becomes obsolete. Ms. Kohanek did it last year and will be asked if she can do it again - though she was not present at the meeting.
2. The ANC budget is much tighter than it has been and copying enough flyers for door-to-door distribution is very expensive. It is also a very time consuming process to do the distribution and some commissioners have found it onerous. While it served its purpose in the past, the COC no longer feels that it the cost/benefit supports continuing the practice. Instead, we will use a portion of the committee's photocopying budget to print a few copies to be distributed at ANC 6A meetings (including committee meetings). Commissioners can also print them as they need them.
3. In short, the flyer will be available on the website and in small quantities at meetings but there will not be a wholesale printing and distribution effort.

V. Meeting adjourned at 8:30 p.m.

VI. The next meeting will be held December 17, 7:30 p.m. at 1235 C St. NE.

Rag Distribution
Locations in 6A

12 & H NE Box
12th & East Capitol NE Box
13th & East Capitol NE Box
13th & H NE Box

13th & N. Carolina NE Box
15th & East Capitol NE (inside)
7th & C ST NE Box (inside)
8th & E Capitol NE
The Pug Box
The Queen Vic Box
Argonaut Box
Hogs on the Hill Box
JO Wilson Elementary School
Granville Moore Box
Maury School Box
Stadium Armory Boxes Both Entrances
The Cupboard (inside)
The Cupboard Box
Sidamo (inside)
Sova & Sova Box
Kenny's at 8th & MD

Also:

A box is being installed on the 1300 block of D St. between the bikeshare and the dog park.

Delivery to the NE Branch Library has been suspended during renovation but will be reinstated upon completion.

The box that was at Rosedale was removed during construction. Dr. Lightman is attempting to make contact with the manager to see whether they would prefer to have the box returned or would like to have the copies inside the facility.

Dr. Lightman is also contacting Raphael Marshall at Sherwood to see if he would take them inside the facility.