

NEIGHBORHOOD ASSOCIATIONS COUNCIL OF CLARK COUNTY

Dec. 12, 2016

Meeting notes

Welcome and introductions: Doug Ballou, Chair

Holiday Potluck

“Protecting your neighborhood association identity”: Christie BrownSilva, Chair Elect

In attendance:

Neighborhoods:		County Staff and Guests:	
Doug Ballou	NACCC, NE Hazel Dell	Marilee McCall	Neighborhood Outreach
Neil Chambers	Andresen/St. John	Marc Boldt	Chair of County Council
Sue Lintz	E. Minnehaha/Roads End	Julie Olson	County Councilor
Art Stubbs	Green Meadows	Mark McCauley	County Manager
Christie BrownSilva	Heritage/Sifton		
Roger Entrekin	Meadow Glade		
Stephan Abramson	Pleasant Highlands		
Barb Cabe	Truman		
Cherryl Burkey	Truman		
Ila Stanek	W. Hazel Dell		

Announcements/Roundtable:

- **Welcome from Doug Ballou:** Doug opened the early start potluck at 6:30 p.m.
- **Awards Presentation:** Marc Boldt, county council chair, Julie Olson, county councilor, and Mark McCauley, county manager presented Doug Ballou and Art Stubbs with framed service awards as thanks for their service to NACCC and the community.

Discussion/Presentation from Christie BrownSilva on “branding” your neighborhood

Christie introduced a presentation about how to “brand” your neighborhood. She gave a great presentation and stressed that to build your brand, you must be consistent in how you present your neighborhood across the board on all outreach materials that you use.

Christie talked about Facebook and how to make your page a verified page. She cautioned not to mark your page as a “community” page, because those pages cannot be verified by Facebook. She went through the steps on how to remove a “community” page designation and change it over to an “organization” page.

Nextdoor comments from attendees. Boundaries are hard to change without administrator cooperation. There were questions on overlay functionality that we need to follow up on. Comments were made that ClarkCountyLive! seems to be a friendlier website to local users, and appreciation expressed thanks for the effort expended to assure that their boundaries match the actual Clark County neighborhood boundaries.

Discussion on how to use blogs. Blogs are free, websites can be costly. The application that Christie uses is “blogger” and “wordpress” is another one. One benefit to a blog is that neighbors can sign up their email addresses to receive updates and the software creates the email list for you. It also gives people the opportunity to unsubscribe from your updates, instead of having to send you an email and delete/add to the lists yourself. Another benefit is that you can write notices ahead of time and schedule them to post later. Overall, there was high interest in this tool and discussion on scheduling a class/training on how to set up and use a blog page.

Instagram is being used more frequently by younger members of the community. Instagram’s main purpose is for taking and sharing pictures. Several of the neighborhoods are using this tool. It can be set up to post all new information automatically to the Facebook page.

Twitter uses “tweets”, which are the 140-character (maximum) messages that you post to your Twitter profile. It seems that only a few of the neighborhoods are using this tool at this time. Twitter can be used to broadcast news, but it can also be used by neighborhood leaders to “harvest” news and events. Interesting fact: Forty percent (40%) of Twitter users have never “tweeted” anything; many use Twitter only as a source of news and current events information.

Another tip given to leaders was to have their neighbors ask questions if a new neighborhood policy is being vetted through the community or on social media by an unfamiliar individual— Ask, “how many people were at the NA meeting?” and “how many voted for this?” These are questions that should be asked of “new” neighborhood associations that are trying to overtake the established ones.

Some ideas/actions to be considered in the future:

- Request for the county to draft a formal policy regarding a recognition/certification process of Clark County Neighborhood Associations. (Note: The current agreement may already satisfy the certification process, more discussion is needed to clarify exact action requested from the county.)
- Suggestion to create official badges for reps of neighborhoods.

Meeting Adjourned.

Next meeting will be Jan. 9, 2016 - Clark County Public Service Center - 4700 NE 78th St., Vancouver, WA