

Call to order at 6:33

Board members in attendance: Frank, Cam, Jessica, Stephanie, Rachel, Jo
Others: Kate Moran, Jessica (CHUN)

1. Minutes

No comments or adjustments.

Jo moves to approve with Frank's comments. Cam seconds. Approved unanimously.

2. Reports

Land Use & Zoning: Monday's meeting went well.

Events: Board members are welcome to volunteer, link is on Facebook event.

CHUN: Every Wednesday starting in May through the event at Lost Highway bands from People's Fair to promote. Planting trees on April 18th at 23rd & Humboldt starting at 9am.

Jessica moves to approve. Jo seconded. Approved unanimously.

3. Board member opening - Kate Moran

Jo moves to approve Kate, Stephanie seconds. Approved unanimously.

4. Communications & Outreach Plan

The plan outlines how we will get the word out about UTOH. Not for external use, but to guide our efforts. Kate asked for additional comments, feedback on the goals and objectives as well as ways to accomplish.

Logo: Frank to send Kate contacts for logo design for her to follow up.

Advertising: Discussion on whether paid advertising is the right platform to promote committee meetings or if we should focus dollars on the bigger events. Frank commented that there are other platforms: inserts in Neighborhood Life, targeted door flyers for areas.

Committee Meetings: Suggestion to leverage the monthly happy hours for committee meetings when appropriate. For example, the events committee will send an email to those who signed up at the February meeting inviting them to the happy hour and letting them know we will have a short discussion on how they can get involved.

Neighborhood Life: Research if we can split 12 months of ads between UTOH and State Farm. If yes, Stephanie Sponder will split with us.

Jessica moves to approve the spend on Neighborhood Life for 12 months of 1/8 page black & white ads pending the ability to split, at least once per quarter (4x/year), with State Farm. Potential concern voiced by Rachel that cost having to be paid upfront could prohibit our ability to execute on the 9Health Fair and/or Block Party. Decided to table the motion until we have a source of income to pay for the ad.

Likely need to have a separate conversation about fundraising, possibly a dedicated person.

5. Candidate Forum

District 9 already held a forum and was filmed by Denver 8. Would they film ours as well? Benefit is that they would advertise.

Location = \$25 + \$103 for insurance. Venue (East High cafeteria) holds 100+ people.

April 23rd is proposed date

What is the benefit of crunching if a forum has already been held?

Instead we should focus on informing our neighbors, friends, mailing list that an election is happening. Share the link to the recording.

6. Website

Cam needs content, Jessica will help. Also need photos, we have some, more high res would be good.

Want to at least get at least the homepage/splash page up by our next board meeting.

Cam will double check.

7. Announcements

Neighborhood Assembly on May 19th, location TBD

8. Jo moves to adjourn at 8:03, Cam seconds. Approved unanimously.