

STRATEGIC PLANNING COMMITTEE MEETING MINUTES

January 19, 2016

Broadway Housing, 583 Riverside Drive

Attending Committee Members:

Victor Edwards – Chair, LaQuita Henry, Joel Mentor, Linda Walton, Brad Taylor, Jonathan Thomas

Public Guest: Taylor Smith – Columbia Spectator, Shaun Williams, Mary Caldwell

Meeting called to order at 6:45 p.m.

Agenda adopted /

DISCUSSION:

- **CB 9 Website Enhancement**

The meeting was opened with an overview of the goals of enhancing the CB9 website: a more robust appearance, easier navigation, addition of useful links, more interactive, ability to attract more users (youth in particular) and more community involvement.

Joel Mentor displayed the proposed website updates on the room's screen as a discussion followed on how to proceed in accomplishing these goals:

- Outreach
 - CB9 email list
 - Maintaining/updating the mailing list through sign-in sheets from meeting and other public events?
 - Social media – Face book, Twitter and utilizing Instagram/ Snap chat to attract younger residents
- Links
 - Suggestions: 311, WHDC, Community Benefits Agreement,
 - Local elected officials sites, NYC Housing lottery, active community projects, interactive maps
- Committee page – a page for each committee describing the committee's overall mission, prior year's accomplishments, current year goals/special projects
- Executive Officer's Profile – a section providing a profile of the Board's current executive officers
- Board Resolutions – organized by month, year, topic and final outcome
- Press info section – links to newspaper articles related to the district
- Community updates: a method of informing community residents of the outcome of proposals that have come before the Board i.e. DOT changes, bikes lanes etc.

- Website Maintenance: how will the website be updated timely? Current consultant? Board Officers?
- Several questions were raised for further discussion and input from Board members and office staff:
 - Updating of CB9's twitter, Face Book accounts?
 - Utilizing Interns to assist with data gathering or updates
 - Newsletter
- Marketing Strategies:
 - An event to kick-off the new website?
 - Methods of attracting younger residents to the website (i.e. targeting on Face book etc.)
- **NEW BUSINESS:**
Union Theological New Building (30-40 stories)?
Morningside Gardens resident Mary Caldwell, raised a question regarding a proposed new building at Union Theological that could be 30 plus stories in height. Some Committee members had heard rumors about this however, members did not have clear details. It was suggested that the Housing, Land Use & Zoning committee might be more familiar with this topic but we could also investigate the concern.

Next meeting to be held on February 16, 2016

The meeting was adjourned at 7:50 p.m.