

2023 ISLAND DIRECTORY MEETING MINUTES

Date, Time: Thursday, August 4th, 4:00pm

Attendees: Karin Elofson (Scribe), Tookie Harris, Rev Will, Barring Coughlin, Linda Capone-Newton, Anne Coughlin

1) Call to Order – Karin

2) Opening Prayer – Rev Will

3) Data Sources

- a) Online link - <https://rebrand.ly/IslandDirectory>
- b) Responses to cascodirectory2023@gmail.com
- c) Responses to cascodirectory@gmail.com
- d) Hard-copy form

4) Data from online link

- a) Data is not being gathered in a format that immediately usable by Barring.
- b) Questions:
 - i) Can data for residents/businesses/non-profits/artists be captured on separate worksheets within the Excel file?
 - ii) Do we need to add instructions on how much can go on one line?
 - iii) Can a macro be created that will reformat the essential data?
 - iv) Are we okay with making manual updates to the file when there are issues? Would changes be overwritten every time the file synced?
- v) Next meeting on August 11th at 3pm to review these questions (if Tyler can join).**
- c) Karin to add online link to homepage of NBC website. *Done.*
- d) Sara Cuetara has offered to proof-read the final data file.
- e) Bill Oliver's team will need to review initial data and verify inputs by phone/e-mail when there are questions.

5) E-mail feedback

- a) Karin has the action item to ensure all links to old e-mail (cascodirectory@gmail.com) are removed from the NBC website. *Done.* However, given that the old e-mail is printed in the 2021 Island Directory, there may continue to be some activity and should be monitored occasionally.
- b) Anne to forward any inputs from other e-mail addresses to cascodirectory2023@gmail.com, to ensure everything is in one location. Karin is monitoring that e-mail address.

6) Hard-copy forms

- a) Anne took the action to contact businesses along Welch St and Island Avenue to see who might be willing to display the request for information flyer.
- b) We may want to display postcards and information forms together, where possible, such as the Library or Peaks Café. Karin to see if there is any plastic display case that might work for that.
- c) Advertising flyers to also go in kiosks at top of Welch St and in turn-around.
- d) Linda to contact Diane Eacret to get her feedback on the flyer and to put her in contact with Anne.

7) Notifying Residents

- a) Postcard mailing went out to all Island residential addresses and P.O. boxes.
- b) Decision to wait on further mailings.
- c) Once online data gathering is reviewed at Aug 11th meeting, announcements will go out via Next Door, PI List, The Star, and occasionally through Sunday Service bulletins at NBC and St. Christopher's; perhaps TEIA as well. Karin to see if Faith will send out under the PICC heading.

8) Advertising

- a) Anne and Tookie to meet with Bryan and Geoff and hand off all information from last year.
- b) The process will be reviewed by entire team, to include Ad solicitation team, graphic artist(s), Collector and Treasurer.

9) Adjournment – 5:15pm.

10) Next Meeting – Next meeting tentatively scheduled for Thursday, August 11th at 3pm, pending confirmation of Tyler's availability.