



PPA Membership and Communications Committee  
January 11, 2017  
PPA Office  
5:30pm

Attendees: John Cushing (Chair), Meredith Poppele, Diana Dukich, Andy Mickel, Jessica Buchberger (staff)

1. Welcome & Sign In
2. Tagline Discussion
3. 2017 Committee goals
  - a. Name and Function
  - b. Budget
4. Project updates (banner, e-democracy, intern, welcome packet)
5. Other?
6. Set agenda for February
7. Adjourn

1. John welcomed the committee and reviewed the agenda.
2. The committee discussed the tagline and its purpose. Diana raised the point that the committee made a conscious decision to not have a tagline during the identity campaign. Because there is not strong need for a tagline, the committee chose to table the discussion until a need arises.
3. The committee reviewed the previous year's Committee Objectives to determine what is still relevant and what can yet be achieved.
  - a. Continue to promote, implement, assess and train visual identity guidelines and use
    - i. Complete the implementation and orientation to the new PPA Website
    - ii. Make necessary changes/creation of signage and other printed materials; and trademark the visual identity to PPA.
    - iii. Redo of LRT station poster with new association name and logo (deadline in summer 2017)
  - b. Neighborhood relations
    - i. Complete reestablishment and use of new Welcome Package for new PP residents
    - ii. Continue support for collaborative/constructive efforts and events to bring all parts of PP neighborhood closer together.
    - iii. Help, where possible, the formation and success of the Towerside Business Alliance.
  - c. Membership
    - i. Continue to organize casual events to foster neighbors meeting one another, and to draw new members to PPA.
    - ii. Promote PPA at local events, such as:
      1. Home Tour

- iii. Continue to recruit and sustain membership
    - iv. Implement a new member welcoming process
  - d. Volunteers
    - i. Help new committees message and do outreach/care of volunteers.
    - ii. Find ways to encourage and recognize volunteer efforts.
    - iii. Work to measure the amount of volunteer hours and number of volunteers active in PPA.
  - e. Database
    - i. Update and manage the database
4. The committee discussed that the Welcome Packet, promotional items like t-shirts and mugs and chose to investigate pricing further.
5. The committee supports the recognition that Jessica did to recognize volunteers for their time.
6. Project Updates
  - a. The due date for the poster revisions at the Prospect Park lightrail station has been moved back to the summer. The committee will try to get the revisions completed by April so it is ready to go when MetroTransit asks for it.
  - b. Jessica is creating a proposal for a social media intern for the summer and will be applying to the Good Neighbor Fund to be able to pay the intern and give them some sort of budget for their work.
  - c. Concert Committee met last night and have received a good response for new committee members. They will be starting in May and do 4 concerts throughout the summer.
  - d. e-Democracy is up and hopefully will run smoothly.
  - e. Welcome packet has not moved forward due to the holidays, but will pick up again soon.
  - f. Jessica has submitted the banner permits and is waiting to hear back from the City of Minneapolis on their decision.
7. Within PPA there has been a discussion of re-formatting the committee structure to better align with other organizations and make navigating PPA easier for new members. It has been suggested that MemComm re-name itself to have a broader scope and a more easily grasped name. Neighborhood Relations and Outreach is the contender right now, but may be changed at a future date.
8. The next meeting will be Thursday, February 23rd at 5:30pm.
  - a. Finalize goals
  - b. Project updates: welcome brochure
  - c. Finalize committee name
  - d. Planning for spring and summer events