



## **MEETING NOTES**

**Monday, June 13<sup>th</sup> 2:00-3:30 pm**

The distribution lists that we currently have total almost 800 residents. Unfortunately, they are not in a workable format to determine who has been to how many events as duplicate names have been removed. Names and emails are put on a list based on the first event they have attended. Need to find a either a way to utilize Excel or another database software program for list content management. Chris Granger put together a spreadsheet of contacts, how they are kept and the number of contacts from each event/source. From this point forward, a uniform data field should be used to manage contacts – sample outline below.

The group brainstormed topics for the Newsletter over the next six months:  
July – Jenifer Segar’s Energy Upgrade; Zero Waste; Cool Summer Activities, U-Picks, pools, arboretum tours; Water Conservation (JMS said he would take a stab at this article).

August – Service Day Projects; Yolo Basin Bats; Young Voices – Chloe Sears, Asha Byrd.....

September – 350.org; Festival; Caffe Italia Food project update; Wild & Scenic Festival

October – Wild & Scenic; composting pumpkins and other vegetation;

November – YFCU – LEED certification (what it takes) and hosting the next Partner Breakfast??

December – Zero waste holiday parties; shopping local;

Each newsletter should have the following content: Feature Article, Partner Profile, Tips (Q&A), Upcoming Partners, Partner Events – related to the CDI Mission and 100 words or less.

Social Media: The current administrators for the Cool Davis Facebook account need to be changed to remove Lisa & Bernie, and adding Chris Blackman. Chris will go onto the site to see what has been posted and its current status. There needs to be one person who would be responsible for managing the site and be able to answer and respond to questions and/or comments. It cannot be left to

languish – must be a dynamic site to visit – as would our website.

### **Potential Data Fields**

First name  
Last name  
Household Name  
Address  
Organization  
Address  
Title  
Communications channel  
    Phone  
    Email  
    Facebook y/n  
    Preferred channel

### **Communications Activity**

Newsletter  
Event announcements – events, workshops etc...  
Fundraising & Sponsorship  
    Donor  
    Sponsor  
Call to Action

### **Internal CDI**

#### **CDI Role**

Core y/n  
Group (y/n)  
    Low Carbon Diet  
    Food/Waste  
    Lite House  
    Measurement  
    Communications  
    Leadership  
    Make Davis Cool  
    Festival  
Partner  
Partner Rep  
CDF