

**Palisades Neighborhood Association
Executive Committee Meeting Minutes - Final
Thursday, June 2, 2011
7:00 pm**

Board Members in Attendance:

Gail Parrick, Chair
Terry Harty
Jay Betts
Katherine Shallenberger
Christine Wynne
Carolyn Harris

Other Members in Attendance:

Frederique Lavios
Rick Eilers

1. **Minutes from April 28, 2011 Board Meeting were approved with one spelling correction.**
Frederique requested a copy of the minutes to post on the website.
2. **Treasurer's Report (Katherine)**
 - a. Balance at April election was \$903.39. PNA spent \$20 for domain registration and \$72 for website hosting. Current balance is \$811.39.
 - b. Katherine expressed an interest in developing a "budget" for ERP, website, neighborhood picnic, office supplies, bulk mailings, etc.
 - i. Gail pointed out that the City only pays for two mailings a year and we may need to pay for a mailing.
 - ii. Frederique mentioned the mailing could be outsourced to a private business fairly inexpensively.
 - iii. Others mentioned the ability to get names and addresses from various sources. Jay prefers getting his mail addressed to him directly, rather than "RESIDENT." Katherine preferred to use City provided address labels, rather than spend PNA time/resources developing mailing labels when the City already provides this information.
3. **Website / Email Update (Frederique)**
 - a. Full report follows minutes.
 - b. Important to realize 62 out of 250+ people on the email list "accepted" the last mass email. All agreed we need to increase these numbers to make the website more effective.
 - i. All PNA mailings (paper) should strongly encourage residents to register their email address at the Palisades website.
 - ii. Carolyn and Katherine agreed to inquire about a posting in the Palisades School Newsletter and the south-side LOSD newsletter (Nancy Duin).
 - iii. The blurb will be sent to Jay. He agreed to work with the school to get paper copies of the information send home with the children.
 - iv. Christine will work on collecting email addresses at the Palisades School Picnic on June 8.
 - c. Frederique said using a service that avoids the need to "accept" PNA email costs \$20-\$30 per month.

- d. Website had link to Facebook. Gail expressed concern over using facebook. Frederique pointed out that facebook is “loosey-goosey” but a good place for casual conversations about such things as garages sales, etc. Christine pointed out that maintaining a website and facebook account is common.
 - e. Frederique would like to receive suggestions for website links... golf course, schools, parks, utilities, etc.
- 4. Emergency Response Preparedness (ERP) Update– Rick Eilers**
- a. Rick discussed a recent presentation by James Roddey (OR Dept of Geology) on the earthquake risk in Oregon. The state is due for a large magnitude quake.
 - b. Rick described using Area 3 as starting point for developing an emergency response plan within the Palisades Neighborhood. Once the process is developed, it could be rolled out to other PNA areas. Area Reps would be responsible for going door to door, both providing and collecting useful information from neighbors.
 - c. Rick also shared emergency preparedness materials for home and car. He purchased many of the supplies at www.shelfreliance.com and Bob’s Red Mill (5000 SE International Way, Milwaukie, OR 97222, 503-607-6455, www.bobsredmill.com).
- 5. Palisades Picnic – Gail Parrick**
- a. Gail asked if people were interested in volunteering – no response.
 - b. Terry asked how many people it has taken in the past to put on the picnic. Gail and Christine estimated 12.
 - c. Bob Barman and David Feathers are willing to cook.
 - d. Gail listed many areas needing help – food, entertainment, kids’ activities, etc.
 - e. Carolyn agreed to contact two high school bands to see if they might be interested.
 - f. Katherine asked whether people would come to a picnic if it was simply burgers and bring your own entertainment. Carolyn pointed out that it would depend upon setting the right expectations. Gail said it might be compared to previous picnics and people would be disappointed.
 - g. Gail will continue to pursue options.
- 6. Meeting adjourned 8:45 pm.**

Submitted by:
Katherine Shallenberger
PNA Secretary / Treasurer
June 13, 2011



Status of the PNA Website, Database/ E-Newsletter lists, and Blogs

Report by Frederique Lavios, PNA area 3 and website designer, PDX Website Design
June 2, 2011

Status of the New Website, PalisadesNeighborhood.org:

Domain name has been re-registered. The website infrastructure is being developed so that it is easy for current and future PNA board and committee members to update content and make simple administrative changes without the aid of a webmaster. This takes more time to set up initially but will serve the board best in the long run.

Number of E-Mail Subscribers:

- An open source (free application) is being used in order to save money. Originally started with a program called DadaMail but will soon be dropped in favor of another email campaign program, MailChimp. This new program is also free but is more user friendly, flexible and has the added advantage of doubling as a secure database for additional contact information. Both of these programs require subscribers to 'opt in' once in order to receive future mailings.
- Currently there are 62 confirmed subscribers (out of the original 267 from the existing email list) on the first email system and just one on the new one.
- A mass email will be sent out soon using the new email system with requests that people 'opt in' and an explanation of the necessity for the second 'opt in'.

The website currently includes:

- Current pages include: Home, ERP*, Area Maps, Archived Newsletters, Contact/Current PNA Board and Committee Members, Volunteer Opportunities with descriptions*
- The latest newsletters and posts
- A section to sign up for e-newsletters (MailChimp – new system). *Soon this sign-up link will also include the option to include personal information for the confidential database, and allow the subscriber to choose how this information is to be used (e.g. to email newsletters, for emergency reasons, etc.). More info below.*
- A link to the PNA Facebook page
- A 'Leave a Reply' form at the bottom of every page for visitors to comment or ask questions. Posts for all pages are emailed to the current chairperson for moderation (acceptance or removal) prior to the publication of the comment, and answer, on the website. Comments filled out on the ERP page will be emailed to the current ERP chair for moderation (acceptance or removal) prior to the publication of the comment, and answer, on the website.

Soon the site will also include:

- A page with links to the current and archived **PNA meeting minutes** and all **PNA maps**
- A page which lists the current **PNA board members** and **committee chairs**, their contact information
- Archived newsletters
- A page with related links such as the City of Lake Oswego*
- A page with links to the ERP info. and a newsfeed

Database (primarily for ERP use):

- A priority for the near future is to create a database form (with link on the website) so that residents of the PNA area can opt to provide their contact info. such as their full name, street address, PNA area (if known), email address, phone number, email subscription preference (e.g. all PNA info including ERP news, etc. or options to receive one or more such as ERP news, PNA meeting minutes, General Neighborhood News , etc), volunteer opportunities, and sign up to participate in other committees (e.g. communications, ERP, website assistance, etc).
- This database is accessible only to the current PNA chairperson (password to the database will be changed after each election) and the webmaster (currently PDX Website Design, my company).

Status of Blogs, past and present, related to the PNA:

- Two existing blogs, palisadesneighborhood.blogspot.com, and palisadeslo.blogspot.com, have not been updated for several years. Al Almeida is looking into deleting these blog sites or adding a prominent message on them stating that all information, including the archives, is now located in a single location at the new website, PalisadesNeighborhood.org.
- There will be a section on the home page as well as the ERP page that will embed a 'feed' which is similar to a blog. Each of these 'feeds' can be set to allow comments from the public or only accept 'feeds' from the current PNA or ERP chairs respectively.
- Additional committees can have their own pages and 'feeds' if desired. Please contact Communications Chair for approval.*