



City of Tigard

Neighborhood Involvement Committee Minutes

MEETING DATE/TIME: Wednesday, May 18, 2011, 7:00 p.m.

MEETING LOCATION: Tigard Public Library - 2nd Floor Conference Room
13500 SW Hall Blvd, Tigard OR 97223

1. CALL TO ORDER

Chairman Christopher called the meeting to order at 7:12 p.m.

2. ROLL CALL

Present: Chairman Basil Christopher, Sue Carver, Bev Froude
Excused: Connie Ramaekers, Cathy Olson, Absent: Patty Anda
Staff: Joanne Bengtson

3. APPROVE MARCH 16, 2011 MINUTES

Sue Carver motioned to approve the March 16, 2011 minutes, seconded by Bev Froude, no opposition. Bev did make a request in future meeting minutes refer to committee members by first name, not last name.

4. ANNUAL REPORT TO COUNCIL - POST-EVENT FOLLOW UP NEEDED?

Committee members would like to extend an invitation to active neighborhood steering committee members to attend these meetings, share what's happening in their neighborhoods. Also, Basil would like to get two to three more active Steering Committees on board before the end of the year.

Basil asked Council if they had any questions/comments or expectations for the new NIC role.

- › *Councilor Buehner and Councilor Wilson would like to see more neighborhood outreach to local churches, citing St. Anthony's annual picnic as an example of the ideal forum. Councilor Wilson would like more outreach to Spanish speaking community in Tigard and went further in stating that he would like to see the Cityscape and other city publications translated into Spanish. Bengtson told Council that there is a widget on the internet that allows the reader to automatically translate any page they're looking at, with many languages to choose from.*
- › POST-Meeting Discussion w/Basil: Basil mentioned the following items for discussion with the NIC membership:
 - Name your Neighborhood contest to give residents an idea of the area represented – rather than just assigning a number to each area.
 - Getting involved with your community – even if it's not with a city committee

- Listing interesting links to community information:
 - Recycling – what can and can't be recycled
 - Picasa photo albums
 - Listing of school plays and events, scrip program, etc.
 - Calls for help – seasonal garden clean ups, trail counts, etc.

5. REPORT ON NEIGHBORHOOD NETWORK ADMIN SATURDAY (4/16/11)

Joanne reported on the web administrator symposium hosted by the city's webmaster Nancy Lof and Joanne. These quarterly get-togethers are a great opportunity to meet with the neighborhood bloggers and share tips and tricks.

Joanne explained to committee members how the blogs work. **Blogs** can be thought of as an entertaining ticker-tape machine that keeps a rolling list of current news items with room for standard gadgets (clock, calendar, weather, etc.) on the sidebar. The latest post is always listed first, requiring visitors to scroll down to see other news. This is why it's important to have a visually appealing blog – so visitors want go to your blog for fun, news, pictures or things that wouldn't make an official agency site – like a 'hit & run' snapshot of the neighborhood.

Websites contain more detailed information on projects, plans, municipal functions - with a more formal and comprehensive agency look and feel. Like a phone book...you visit most sites in search of facts (not entertainment) and frequent visitors value the consistency of knowing where to look for the information they need.

The committee agreed to a demonstration to illustrate how blogs can be used to engage residents. Joanne will e-mail the web page administrators to invite them as well. Bev noted that there's a lot of information out there on the web – how do we know what they're looking at? The answer is that we don't, but we can access the number of visits by web page.

Basil noted that there is a lot more we could be doing to reach out. Specifically, he would like to meet with school representatives to find ways to connect with sites within the neighborhoods. Basil would also encourage more outreach to the public from the school district.

6. NEW STEERING COMMITTEE MEMBERS

The committee approved an application from Mary Wilson, Area 2.

7. OTHER

The next regularly scheduled NIC meeting will be Wednesday, **July 20, at 7 p.m.** in the **Niche training room**. The Niche is located next to the skate park at 8720 SW Burnham St.

Basil would like to interview a steering committee member for a Cityscape article. Specifically, he would like to ask them what made them decide to participate in the neighborhood program.

8. ADJOURN

Basil adjourned the meeting at 8:27 p.m.