**Communications & Technology Committee Meeting**

**April 4th, 2024**

**Sonyi Lopez, Committee Chairperson**

DRAFT

**Tech recommendations for meetings and events.**

- Committee Chair Sonyi Lopez updates the committee on tech recommendations for streaming meetings, including a camera, tripod, and microphones.

**Using an owl camera for board meetings.**

- District Manager Anthony Jordan and Committee Chair Sonyi Lopez discuss purchasing new tech equipment for Board meetings, including an owl camera that can rotate 360 degrees and capture multiple perspectives.

- Committee Chair Sonyi Lopez suggests using the owl camera instead of strategically placing a webcam in the room, as it would eliminate the need for a separate mic.

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss using an audio recording device (Owl) for board meetings, with concerns about capturing audience members on camera and the device's usefulness for events.

- Members explore options for a larger space to host committee and journal board meetings, with the goal of having a room similar to the current one but larger.

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss the cost of interpretation services for community board meetings, with a price range of $6,000-$8,000.

- Alternatives to purchasing equipment include contracting a cooperative or worker cooperative to provide interpretation services at monthly meetings.

**Purchasing audio equipment for community board meetings.**

- Chairperson Clarisa Alayeto seeks interpretation equipment for family meeting

- District Manager Anthony Jordan explains that the budget already accounts for equipment costs, and Chairperson Clarisa Alayeto suggests revising the budget to allocate more funds for the community board.

- Sonyi Lopez suggests asking local high schools for volunteer help with media production.

**Improving video and audio quality for board meetings.**

- Bronx Community Television offers equipment loan program for local productions.

**Purchasing audio-visual equipment for a board meeting.**

- Committee Chair Sonyi Lopez confirms the budget for camera equipment and provides details on the specific items needed, including a micro HDMI to HDMI cable.

- District Manager Anthony Jordan and Committee Chair Sonyi Lopez discuss the need for a PA system for an upcoming event, with options for purchasing equipment or testing the owl dream at the end of the month.

- Committee Chair Sonyi Lopez suggests prioritizing the immediate needs at the top of a sheet for easier reference.

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss ways to make live streams engaging, including using stream yard software to funnel streams to different platforms.

- Members discuss the importance of following guidelines for social media live streams, including using software like OBS to stream across multiple platforms.

**Social media guidelines for community engagement.**

- WebEx is used for virtual meetings, with Zoom and YouTube also used for streaming across platforms.

- Committee Chair Sonyi Lopez emphasizes the importance of community engagement and sharing social media guidelines with the committee.

- District Manager Anthony Jordan highlights the need for careful language to avoid cyberbullying and protect the board from liability.

**Internship opportunities for committee members.**

- Members discusses streamlining meeting streaming process with outside vendor.

- Chairperson Clarisa Alayeto wants to see all applicants for internship.

**Social media management for a nonprofit organization.**

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss potential candidates for a business internship program, with a focus on their skills and experience.

- One candidate, Oscar Thetis Lezama, is a 23-year-old Business Marketing and Sales major with editing skills and is interested in gaining work-related experience to benefit his future career.

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss the need for more volunteers to help monitor social media accounts.

- Member Lisaret Campusano suggested using a cross-posting app to format posts across multiple platforms, but there are limitations to the free version.

**Using Google Drive and training for board members.**

- Committee Chair Sonyi Lopez suggests a Google training for board members to improve their understanding of Google Drive and its features.

- Committee Chair Sonyi Lopez suggests scheduling a tech training or Google Drive Type training for the full board, with volunteers to help monitor and post on social media.

- District Manager Anthony Jordan recommends creating a policy to ensure control over tech-related information and prevent unauthorized access or retaliation.

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss the newsletter for the community, with Sonyi Lopez mentioning the top will be a no from the chair and including links to the full calendar, newsletter updates, and social media pages.

**Managing email lists for community organization newsletter.**

- District Manager Anthony Jordan explains how the organization manages their email list for their newsletter.

- Committee Chair Sonyi Lopez discusses how to sign up for the newsletter, including providing an option to check a box to subscribe at upcoming meetings and posting the sign-up link on social media.

**Email marketing best practices.**

- Member Leslie Lopez Hernandez suggests making the unsubscribe button larger and more visible in email newsletters.

**Improving a newsletter and website for a community organization.**

- Develop a Google Form for volunteer sign-ups, as suggested by a community member.

**Customizing a website for a community organization.**

- Members want access to website customization tools to make changes themselves.

- District Manager Anthony Jordan explains how to change content on a website by copying and pasting links, and Committee Chair Sonyi Lopez expresses concerns about the process.

**Creating a new website for a community board.**

- Committee Chair Sonyi Lopez and District Manager Anthony Jordan discuss creating a new website for their organization, including access to make changes and turnaround time.

- Members discuss options for creating a template for a website, with one option being to give full control to the client and the other being to provide a template with the ability to customize it.

**Website creation for Bronx community board.**

- Bronx Community Board #1 seeks to create a website for residents to report concerns about restaurants and bars.

**Language interpretation and live streaming equipment for a board meeting.**

- District Manager Anthony Jordan mentions the need for translation services in multiple languages, including French, Arabic, and Spanish, and suggests inviting more community members to assist with meetings.

- Committee Chair Sonyi Lopez suggests including other languages in the translation list and collaborating with immigration committees to provide translation services.

- Leslie Lopez Hernandez has been chosen as Vice-Chair of the Communications & Technology Committee.

- Member Lisaret Campusano suggests testing out language translation for the live stream.

**Moving board meetings to different locations.**

- District Manager Anthony Jordan suggests rearranging seating at community meetings to improve engagement.

- Members discuss moving board meetings to different locations in the Bronx, including churches and community spaces.

**Community events and social media strategy.**

- Committee members discuss social media and communication strategies for upcoming events.

**Improving local park and community spaces.**

- Task Force to address St. Mary's Park issues, including needles and homelessness, to be formed in collaboration with existing Friends of St. Mary's group.

- Committee members discuss identifying locations in need of repair in the district.

**Action Items**

Have OTI send a template for a community board website that CB1 can customize itself.

Purchase the domain name "BronxCB1.org" through GoDaddy using a purchase order.

Schedule a Google/technology training session for board members.

Develop a newsletter template in MailChimp and start sending it out monthly.

Research cross-posting scheduling apps like Buffer.

Collect event flyers and community updates to share on social media.

Form a task force to address issues in St. Mary's Park.

Schedule a community cleanup day in May.