



The City of New York
BRONX COMMUNITY BOARD #1

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Serving and Representing: Port Morris, Mott Haven and Melrose



VANESSA L. GIBSON
BOROUGH PRESIDENT

ANTHONY R. JORDAN
DISTRICT MANAGER

CLARISA M. ALAYETO
CHAIRPERSON

Communications & Technology Committee Meeting

March 12th, 2024

Sonyi Lopez, Chairperson

Outline

Streaming meetings with tech recommendations.

- Chairperson Sonyi Lopez discusses streaming meetings for the comms and tech committee, including investing in equipment and requesting an IT assistant for tech setup.
- The Committee will be developing a Tech/IT intern position to assist.
- Committee members discuss streaming in-person meetings and virtual meetings using Zoom Pro, with a request for an IT assistant to help with tech setup.

Camera equipment for community board meetings.

- Committee discusses investing in durable cameras for open meetings to ensure longevity and accessibility.
- Chairperson Sonyi Lopez and Anthony Jordan discuss the need for equipment for community meetings, including live streaming and recording capabilities.
- The Committee plan to create an inventory list of equipment and its costs, and consider how easy it is to transfer the equipment to different locations in the district while conducting meetings.

Audio equipment for community board meetings.

- Anthony Jordan mentions the need for a PA system for hosting events and meetings outside, and Chairperson Sonyi Lopez agrees that a good PA system is important for amplifying their voices.
- The group discusses reaching out to Link NYC for more feedback on how to publicly add to the kiosk around the district, with the goal of publicizing their meetings and calendar events.
- Anthony Jordan suggests utilizing Link NYC in Manhattan and other boroughs to amplify board events and meetings.

- Sonyi Lopez shares ideas for continuously amplifying board events on social media, including creating reels, flyers, and posts in English and Spanish.

Inclusion in community outreach.

- Sonyi Lopez agrees that including French, Bengali, and Arabic in social media content is important and suggests collaborating with people who speak those languages to translate it accurately.

Social media management and scheduling.

- Member Lisaret Campusano suggests using Instagram's built-in scheduling feature to manage posts.
- Member Leslie Lopez Hernandez mentions Canva Pro and the potential for artists to use their skills to promote something, while other Committee members discuss scheduling on different platforms and the Facebook Business Suite.
- Member Leslie Lopez Hernandez suggests using Buffer suite and other apps to schedule posts across multiple platforms, including YouTube.

Managing community board comments and newsletter updates.

- Member Lisaret Campusano mentions that Instagram has a feature to block keywords in comments, allowing for more control over hateful or inappropriate content.
- Member Leslie Lopez Hernandez and Chairperson Sonyi Lopez discuss the balance between allowing for constructive criticism and maintaining a respectful community.
- Committee discusses using MailChimp for newsletters and updates.

Newsletter content and advertising for community board.

- Anthony Jordan mentions the development of a guest subscription list for the community board, which will be used to stay engaged with members and provide information about upcoming events.
- Chairperson Sonyi Lopez suggests including content such as upcoming events, General Board meeting information, and other relevant topics in a monthly or bi-weekly newsletter.
- Anthony Jordan suggests highlighting local businesses and community events in the newsletter, while Sonyi Lopez is open to advertising and Sonyi Lopez raises the issue of potential conflict of interest.
- Members elaborate on the idea of highlighting local businesses and organizations in the newsletter, and Anthony Jordan adds the suggestion of showcasing community events and stories.
- Sonyi Lopez and Lisaret Campusano discuss personalizing the community newsletter with stories, features, and highlights.

- Committee members discuss creating a new website for CB1 with more autonomy from the city government.

Creating a new website for Bronx Community Board 1.

- Committee member Lopez wants to create a unique website for the organization, but security and IT issues are a concern.
- Committee votes to allow Mayor's Office of Community Affairs Unit to create website for Community Board 1, with customization options.

Website creation and interpretation services for community board meetings.

- Sonyi Lopez suggests bringing the idea of creating a website for the committee to the full board for approval.
- Bronk CB one.org is available as a domain name, but the cost for the first year is \$999.
- Sonyi Lopez suggests looking into interpretation devices that provide real-time translation, such as an over-the-ear device that people can use to listen to interpretation in their preferred language.
- Anthony Jordan mentions a worker cooperative in district 7 that provided interpretation services, but notes that the cost is still to be determined.

Press guidelines for community board committee meetings.

- Sonyi Lopez discusses the importance of providing Spanish interpretation at community board meetings to include all members of the community, especially those who don't speak English.
- Lopez shares press guidelines for handling inquiries from the media, including forwarding all inquiries to the board chairperson for review and response.
- Sonyi Lopez discussed the committee's procedure for handling press inquiries, including appointing committee members to speak to the press.
- Lopez also suggested that each committee appoint at least one to two members to serve as authorized press speakers.

Press support and committee communication.

- Anthony Jordan emphasizes the importance of having a clear understanding of the issue and drafting language that is intelligent and knowledgeable about the issue, especially when providing support for issues.
- Sonyi Lopez follows up on this by asking how far in advance presenters should know to provide a level of support, and Anthony Jordan replies that the presenter will receive an extra level of support when they agree to provide language for the letter of support.
- Anthony Jordan suggests adding a line to the form to request support from the organization before presenting to the committee.

- Sonyi Lopez agrees and adds that it's important to direct press inquiries to the proper person for answers, while being mindful of sensitive information.

Community events and communication strategies.

- Planning an event to raise awareness about St. Mary's Recreation Center's delayed construction completion date in spring 2025.
- Sonyi Lopez and Steven Palmers discuss the availability of a municipal services representative at an upcoming board meeting.
- The flyer for the event is ready, but may need to be changed if the representative is not available at the committee meeting instead.
- Sonyi Lopez emphasizes the importance of communicating with the press to ensure accurate representation of the community board's views.
- Lopez reaches out to the reporter to provide context for their quote and prevent misinterpretation of their words.

Action Items

Create an inventory list with costs for streaming equipment

Reach out to LinkNYC for updates on adding CB1 info to kiosks

Draft newsletter

Check if CB1.org domain is available and purchase

Create budget spreadsheet for website and equipment costs

Add request for draft letter of support to presentation request form

Add languages for interpretation services

Share press guidelines with committee

Each committee to appoint 1-2 press speakers

Clarify if Parks Commissioner will attend committee or board meeting

Ask chairperson about Google Drive storage limits