



The City of New York  
**BRONX COMMUNITY BOARD #1**

3024 THIRD AVENUE  
BRONX, NEW YORK 10455  
(718) 585-7117 • Fax (718) 292-0558 • Email: [BX01@CB.NYC.GOV](mailto:BX01@CB.NYC.GOV)

*Serving and Representing: Port Morris, Mott Haven and Melrose*



**VANESSA L. GIBSON**  
BOROUGH PRESIDENT

**CLARISA M. ALAYETO**  
CHAIRPERSON

**ANTHONY R. JORDAN**  
DISTRICT MANAGER

**Communications & Technology Committee Meeting Minutes**

**September 5<sup>th</sup>, 2024**

**Sonyi Lopez, Committee Chairperson**

**Attendance:** *Sonyi Lopez, Argelia Ortiz, Leslie Lopez Hernandez*

**DRAFT**

**Appointing a New Vice Chair**

- Sonyi Lopez discusses the need to appoint a new vice chair for the Communications and Technology committee.
- Leslie Lopez Hernandez is no longer eligible to be vice chair due to her new role as a community board member.
- The committee needs to spread the word and find a public member interested in becoming vice chair.
- The newsletter will be used to post the call for new vice chair and attach the application.

**New Tech at CB1**

- District Manager Anthony Jordan discusses the acquisition of new tech for CB1, funded by New York City Council member Rafael Salamanca Jr.
- The tech includes equipment to air and broadcast meetings on YouTube and social media.
- The committee aims to translate meetings for a diverse population and improve audio quality.
- Community Associate Steven Palmers and the Comms and tech committee will advise on upgrading the tech.

**Social Media and Content Sharing**

- Committee Chair Sonyi Lopez emphasizes the importance of uniform social media posting across platforms.

- Member Leslie Lopez Hernandez mentions the need for more engagement on Twitter.
- The committee discusses the possibility of using Streamyard to stream on multiple platforms simultaneously.
- District Manager Anthony Jordan and Member Leslie Lopez Hernandez discuss the challenges of using Instagram Live and the potential use of OBS for streaming.

### **Community Engagement and Issue Highlighting**

- District Manager Anthony Jordan shares an example of responding to a community issue by visiting the site and engaging with residents.
- The committee discusses the importance of highlighting chronic issues and complaints on social media.
- Chairperson Clarisa Alayeto suggests using the communications and technology meetings to list community issues and invite media and content creators to help amplify them.
- The committee considers creating a list of top issues from each committee to share with the media and community.

### **Voter Registration and Election Engagement**

- Member Leslie Lopez Hernandez suggests collaborating with the youth and young adults committee to register voters.
- The committee discusses the importance of voter registration and the potential for partnering with organizations like NYC Votes.
- Chairperson Clarisa Alayeto mentions a training session on voter registration and the importance of getting people to vote.
- The committee plans to table at community events to register voters and provide information on the voting process.

### **Press Guidelines and Protocol**

- Committee Chair Sonyi Lopez outlines the procedure for responding to press inquiries, emphasizing the need for committee chairs to draft responses.
- The committee discusses the importance of empowering committee chairs to respond to press inquiries.
- The protocol for drafting and sending press responses will be formalized and shared with the board.

### **WhatsApp Chat for CB1**

- Chairperson Clarisa Alayeto proposes creating a WhatsApp chat for board members to facilitate faster communication.

- The chat would be optional and used for board business, allowing members to mute notifications if needed.
- The committee discusses the potential benefits and concerns about using WhatsApp for communication.
- The idea will be proposed at the next general board meeting for feedback and implementation.

### **Email Blast to CB1 Members**

- The committee discusses the need for an email blast system to send important information to CB1 members.
- District Manager Anthony Jordan confirms that OTI can create a sub-email address for this purpose.
- The committee will ensure that all CB1 members are registered to receive the newsletters.
- The email blast system will help in disseminating important updates and forms to the board members.

### **Action Items**

- Research hybrid meeting platforms and policies. Develop resolution for board approval.
- Reach out to local language co-op about providing interpretation services for meetings.
- Develop slides for planned tech trainings. Schedule workshop dates.
- Outreach to local businesses about highlighting on social media. Determine process.
- Follow up with OTI on creating CB1 member email distribution list.