

Outreach Committee Meeting Summary from January 21, 2010

Attendees: Tim Nuse, Kim Becklund, Elisabeth Heath, Helen Daniels, Chris Weiss, Steven Butts, Jackie Dupras.

The Committee met at 7:00PM at Beveridge Pub to discuss the 2010 calendar of events. What follows is a list of those events we urge the 34th to participate in and note about improving outreach methods and reach generally.

Key Events:

Notes

Build our Own Movement (BOOM)	March 14; White Center Salvation Army. This is a good youth-based event. We reaffirmed our support to participate. Some discussion about serving food or goodies at our booth.
Gathering of Neighbors	April time frame; reaffirmed participation. Great networking opportunity with other key community groups. Try to get a booth near the food or more centrally visible. Try to access a list of vendors in advance so we be strategic on location.
Delridge Days	Summer? Continue to participate; good attendance by elected officials.
Sustainable West Seattle Fair	May time frame. Continue to participate;
Burien Strawberry (and arts) Festival	June. Continue to support this event. Note: Chris noted there's two Burien groups who could use our help: Women's Shelter & Immigrants Conference. More information needed.
West Seattle Summer Fest	July; have booth reserved well in advance to ensure a more visible location.
White Center Jubilee Days	July; poorly organized, but need to participate.
Burien October Fest	September
Morgan Junction Fair	This will be second year of this fair; plan to participate; determine where to best locate, coordinate with Morgan Neighborhood Assn
Parades	Burien 4 th of July. Hi-U, Jubilee Days, Vashon Strawberry Festival, others?
White Center Clean-Up Day	Promote this more—get new volunteers committed early
Night Out (Block Parties)	Consider asking Brian Allen and Kimber McCreery to organize PCOs and Area Organizers for this event.

Ideas for Outreach Improvement:

- VR, buttons and literature for all events
- Bring “issues” sheets on timely issue to each staffed event to create dialogue at the booth.
 - Elisabeth offered to help develop issue sheets
- Have sign-up sheets for very specific tasks of the district, upcoming events.
- Use same sign-up sheets at monthly meetings

- Present Outreach strategy to members with list of events organized by tabling events, parades, and clean-up/volunteer activities. Get people committed to at least one thing each
- Have Chair speak to upcoming events and solicit volunteers with sign-up sheets to circulate at each monthly meeting
- Consider participation in Neighborhood Block Parties (connect PCOs to their neighborhood parties- work with Kimber on this)
- Consider participation in Vashon Lavendar Festival in July –booth, etc.
- More aggressive media alerts (mention of Justin Anderson and Communications Committee)
- Better coordination with WSDW
- Christi Stapleton has 34th T-Shirts we need to pick up
- Toni Lyson had good idea of having reusable shopping bags made with 34th logo
- Consider a “keystone event” to clean up a street or graffiti or something. Potentially in Burien. Leverage friends on Burien City Council to offer areas of opportunity. Work with Democrats Work and other LDs to make it a high visibility event.

Next Meeting: To be scheduled. Follow-up on volunteer recruitment, identify one major service project (Burien maybe?) and method for advertising to gain a good group of new volunteers