

COMMUNITY MONITORING COMMITTEE  
COMMUNICATIONS SUBCOMMITTEE

MINUTES OF MEETING  
DECEMBER 22, 1999

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| <p>1. Minutes of November 18 and December 3, 1999 Approved the minutes as circulated.</p> <p>2. Monthly News Article - Masthead<br/>Agreed to E. Culham prepare a draft article for the Masthead for insertion in the Jan edition.</p> <p>3. Logo, Tag Line, Business Cards, Brochure etc Agreed to a general approach after reviewing several alternatives provided by E. Culham. Agreed to E. Culham proceed to the next stage.</p> | <p>Attendance<br/>A. Murray<br/>D. Wright<br/>D. Mason<br/>E. Culham</p> |
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Community  
Committee  
Communications

Monitoring  
Subcommittee  
Meeting

*J. Mason*  
Dec 22/99

Wednesday, December 22, 1999

Approval of Minutes - December 5, 1999 Meeting

Budget

- Priorities to be completed for January CMC meeting
- Logo and tag line
- Brochure
- Business Cards
- Style Management
  - letterhead
  - Fax Covers
  - Memos
  - Newsletter Heading
- Newsletter

Creative and Concepts - 'Square One'

- Logo and tag line
- Style Management
  - letterhead
  - Fax Covers
  - Memos
  - Newsletter Heading

First Draft

- January Masthead Column

Next Meeting

# Community Monitoring Committee Communications Subcommittee Meeting Notes

Fliday, December 3, 1999

Attendance: A. Murray, D. Wright, E. Culham

Regrets: K. Murphy, D. Mason

## Creatiue and Concepts - 'Square One'

### Logo and tag line

Reviewed logo samples for design ideas. Logo to include 'Community Monitoring Committee', and highlight CNIC and 'Monitoring'. Recommended umbrella or tree to represent 'all inclusive'. Logo to be simple in design and have a version that includes the colour green. Ellen mentioned that K. h/iurphy has mentioned to D. Mason that he has some ideas about the logo, and that she will contact him for his input.

### Brochtre

Black copy on green 8.5" X 11 two-fold - to be photocopied. Quantity to be determined according to a distribution plan - which needs to be developed. The design Mill reflect layout style of annual report and possibly business cards.

### Business Cards

Similar to HRM's generic business card (general blue one), to be printed on green stock. Decided all print be on one side only, and that a space be left for Committee members to write their name and phone number. Anne would like to see vertical and horizontal versions

### Stvle Management letterhead

Fax Covers

Memos

Newsletter Heading

Templates will be copied on disks - versions to be determined according to need. Also included to the list - media releases, PSA's and minutes. The newsletter heading will be provided to the three newspapers to provide an identifiable look - even though the layouts will be different from each other. Ellen will provide two or three layout options for all of the above.

## Content

### January Masthead Column

Recommended that the January column provide a general overview of CMC and brief description of how the Committee intends to provide information to area residents. Ellen has arranged to talk to Ron and/or Cynthia Driskall, Masthead News, to let them know about regular submissions and discuss price.

### Newsletter

The February newsletter will be the first annual review of the previous year. Will focus on monitoring results, the Committee's monitoring activities and review of strategy objectives. Ellen that Don Mason will be summarizing monitoring data over the next month, and that this information will be the main focus of the newsletter.

## Drafts and Approvals

### Calendar Review

The subcommittee reviewed the calendar, which provides a schedule for drafts and approvals. The subcommittee will meet again on Wednesday, December 22 to review the first drafts of the logo, brochure, style management materials and business cards. Ellen indicated that this draft will be 'rough', so that a lot of time is not spent on designs that will not be used. The first draft of the Masthead News Column will be faxed to Don W. Anne and Don Mason by December 16th. The final copy is due December 31st.

Dates for the newsletter (Chronicle Herald and Daily News) were changed to February 19th and 20th. The subcommittee suggested that the office

opening be held on Wednesday, February 16th of Thursday the 17th, and that the annual review be presented to area residents at that opening. The information will first be distributed through the Masthead News on the 10th - 11th. The objective is to release the information to area residents before it appears in the two dailies.

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The drafts and approvals agenda was approved, with the above changes. The information package for CN'fC's approval will be sent out January 18th, so Committee members will have a chance to review two or three options prior to the January 27th meeting.

## Miscellaneous

### Media and Media Release Criteria

The subcommittee decided that the timeline for developing media criteria for releases, and to determine details of strategy follow the recommended schedule. It was determined that the media will not be invited to the office opening, which allows time to develop a media strategy and information release criteria.

### Office Opening

Tentatively scheduled for February 16th or 17th as a late afternoon/early evening reception at the new office. Don W. recommended that K. Murphy do a presentation. Other details are to be determined. Ellen will prepare an initial plan with Don Mason - to be presented at the December 22nd meeting.

### Clippings File

The subcommittee will start a clippings file, to keep a resource of print media coverage of stories and op-eds about the strategy and facilities. Don W. offered to clip articles from The Chronicle-Herald, and Anne offered to do the same for The Daily News. The date and page number will be written on each clipping. The clippings will be pasted into a scrapbook, and kept at the new CMC office.

## Cost Estimates

The communications plan cost estimates were presented and discussed. It was stressed that the figures presented are only estimates, and the actual costs will depend on the number of changes during the drafts and approvals process. Don W. asked if CN/iCs budget will cover these costs. Ellen reported that Don M. had indicated that approximately half of the yearly budget is currently remaining, about \$30,000.00. Anne pointed out that the brochure, style management, logo

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and business cards are one-time expenses. The subcommittee approved the estimates and advised Ellen to proceed.

NeHt Meeting: Wednesday, December 22, 1999, 10:00 am, Old County Building

