



Morningside Neighborhood Association

November 10, 2018

Re: Communication Committee Summary Report

Presented on: Wednesday, November 14th, 2018

Dear MorningSide Neighborhood Association Board Members,

During our last MNA Board meeting we shared ideas about the system we use for communications. At that Board Meeting we briefly discussed the role that email and our MNA Website play in our communications.

We agreed to form a Communications Committee to look for ways to simplify communications. Josh Kay, Al Tocchini, Geoff James and Alan Meyer agreed to serve on the committee Chaired by Richard Reid. We hope we are laying the foundation for a "neighborhood association communication management system" that will provide long-term benefits to our Association and community.

The Committee narrowed our discussion of "communications" primarily to emails between MNA and the City and among MNA Board Members. We considered ideas that would make it easier for MNA and each Board member to sustain contact with the City while sharing information among the Board.

For example, it became immediately apparent that we could improve how we track emails to the City if the City sent an "auto-reply" to MNA emails so Board Members will know when the City has received an email. We recommend that MNA ask the city to auto-reply to emails from us.

To improve in-house communication (among Board members) and level the load for MNA Officers we recommend that each Board member create an email address list of the other Board members. The list name could be called, "MNA

Morningside Neighborhood Assoc.
555 Liberty St SE Room 305
Salem, OR 97301
P - (503) 588-6207
W - MorningSideNA.org

Morningside Neighborhood Association

Share” and we propose the list be set up via: <https://mail.google.com> using the listname:

Email: MNAShared1@gmail.com

PW: MNAemail1

*Alan M has volunteered to help Members set up their lists.

Alan Meyer summed up the Committee position on outbound communications, “We want to ensure that any outbound communications are addressed to the appropriate [staff] person, are on MNA stationary, are provided in a timely manner, and that all board members are copied.” We recommend the Board adopt this protocol.

To relieve the burden on the Board President and Secretary, we suggest that the Board members who serve as Committee Chairs (“land use”; “traffic”; “parks” etc) can assume responsibility for handling pertinent communication with the City after the Board approves the communication.

Additionally we propose that the Minutes record primarily motions considered by the Board and the Secretary post discussions of those items as an addendum to the minutes.

Drafts of testimony, correspondence etc should be E-mailed to the full Board for approval, and the header should include the name of the staff recipient to ensure that the communication goes to the staff member we should be working with.

Likewise we believe it will clarify matters if MNA committee chairs always use the MNA stationary, “sign” the final communication as the MNA contact person, and cc the Executive Board on the communication.

We want to avoid having “multiple people” speaking for MNA. When Committee Chairs convey matters adopted by the Board their emails must be approved by the Executive Board and any Board member can ask to be copied. We assume that city staff archives.

Morningside Neighborhood Association

On a final note, we are very fortunate to live in a community with an established sanctioned network of neighborhood representatives.

An examination that leads to improving inter-association communication should include communication among Associations. We also need to know where “neighborhood associations” are located in the City organization, how the city references and describes Neighborhood Association participation is vital. This may be an area for further study by this Committee.

Thank you,

Richard Reid, Chair
MNA Communications Committee

MNA Board/Committee Chair

Morningside Neighborhood Assoc.
555 Liberty St SE Room 305
Salem, OR 97301
P - (503) 588-6207
W - MorningSideNA.org
E - MNAShared1@Gmail.com