

**Amberley Village Council – Public Outreach Committee
Meeting Minutes
March 9, 2011**

In attendance: Nicole Browder, Peg Conway, Merrie Stillpass, Fran Cohen, Leslie McIntosh (on speaker phone)

Prior Minutes

The minutes from the prior meeting on Dec. 10, 2010, were approved as distributed.

E-news

Nicole reported on how the new format is working from her end. She is addressing the need to keep archives while also re-using the template. There are 479 subscriptions. The idea of inputting addresses of those who attended the Long-Range Planning Committee public meeting on Mar. 2 was suggested, but the system is a sign-in so it needs to be done by the individual. Peg noted the need to recruit new writers. Tracy McMullen and Andrea Bouldin are no longer available.

Timing of distribution was discussed. In terms of her work flow, Nicole recommended the last week of the month.

E-Gov new service

They are creating a mobile app to make viewing more compatible with small devices; would show news headlines and the calendar. We have the opportunity to test it free of charge. Committee agreed that it is worth a try.

Zoning communications

The question was raised for discussion as to who is notified and how of zoning matters coming before the BZA. Adjacent property owners must be notified and those deemed affected by the proposal also receive notification. BZA notices are not currently a subscription option on the website. Various strategies for providing broader notification were discussed, and there was consensus that BZA notices should be on the website and available as an email subscription like any other committee. Peg will pass this recommendation on to Jon Chaiken, BZA chair.

“Civics” lecture series

Inspired by Montgomery’s citizen academy, the idea of holding an educational series for residents with purpose of encouraging involvement in the Village was discussed. Various formats, including possibly combining this idea with the ESC’s June 12 event, were considered. Incorporating public education into the budget meetings in June and July was suggested; Peg will discuss this possibility with Ed Hattenbach, Finance chair. Consideration of available time and personnel to organize a series was considered. Committee members will give it thought and discuss again.

There being no further business, the meeting was adjourned.

Chair: 