**PMAC Communications Meeting – August 22, 2016   
MINUTES**

**Present:**

**Ashley Stolba  
Bob Barney  
Greg Smith  
Gustav Winberg  
Jennifer Leonard   
Jenny Jones  
Lucy Jefferson**

The meeting began at 7:00 pm.

**[1.] Introductions & interests**

**[2.] Name change and purpose of name change.**

[a.] We discussed the goals of a name change, including greater clarity for people who are seeking ways to get involved with the park, and easier communication when we are introducing people to the park and the network of volunteer & community involvement. We reviewed the purpose of PMAC and the differences between PMAC and the Conservancy. NOTE: More information on this topic, including SWCPC by-laws and the SWCPC/PMAC Cooperation Agreement can be found on the website, at <http://swcpc.org/documents.asp>

[b.] Possible names – we discussed a variety of names and meaning of terms (Coalition? Network? Committee? Citizens Advisory Committee? Etc.) and found consensus on a simple change to “**Southwest Corridor Park Advisory Committee**.”

[c.] We would like to vote on this at the September meeting and introduce it in the bylaws in the October annual meeting. We would probably keep the name of PMAC in the bylaws and “layer” this new name over the original PMAC name for the sake of consistency with the care & control agreement with DCR and the MBTA.

[d.] We agreed that a name change would be a first step in a wider effort toward expanding membership and increasing awareness of the park itself and of ways people can get involved with the park.

**[3.] Strategies**

- Jenny is working on having one or more information boxes or kiosk-type signs in the park, with information about the park and how to get involved.

- Jenny suggests connecting with the JP Dog Park petitioners not only to collaborate on dog park strategies but also for membership outreach.

- Lucy is interested in providing photography for social media and asked about the goals for this work – is it to raise awareness of the park itself? Or to encourage people to get involved? General visibility? All of the above?

- Greg is interested in helping with writing. This might include work on the membership sign-up page, a new ‘contact us’ page and other materials.

- [We are excited for Gustav who just graduated and is moving back to England! He’ll email some thoughts and suggestions.]

- We agreed that we need to add more to the website to help people figure out how to get involved and how to contact us. People look for us because they want to be a garden volunteer, or learn about public safety, or advocate for a new dog park, or find out about the history of the park for a youth program, or many other topics. A clear “Contact Us” page will help, as well as fresh language on the home page. The name change will help to make the connection between the Conservancy and Advisory Committee more logical to newcomers. We want people to easily find the right contacts to get involved, but don’t want people to have to study a complicated “who’s who” before getting involved.

- All discussed the role of social media. Since the meeting, Jennifer added a box to the website homepage that shows the Southwest Corridor Park’s Facebook feed – you can see it at least for now at <http://swcpc.org> on the home page.

- We also discussed ideas about having information at tables & events in the park.

- The membership outreach effort started last fall with a membership form on the website and a card that was included in a Conservancy mailing in the South End/Back Bay area. You can see the membership form at <http://swcpc.org/pmac/joinpmac.asp> [Will ask Greg to help update this language before a next effort.]

- You can see a profile of people who have “joined PMAC” via the card or online form at <http://swcpc.org/pmac>

**[4.] Goals**

We framed the conversation around a variety of goals - we seemed to generally agree with the draft “Communications Goals” shown below (and on the meeting agenda).

The meeting adjourned at 8:30 pm.

DRAFT COMMUNICATIONS GOAL: Design a communications strategy that supports an expanding park network/coalition/organization for …

* providing a foundation for effective advocacy on behalf of the park;
* sharing information about the park;
* building on the history of community involvement in the park;
* creating a network to support work on behalf of the park
* creating a network so that people can easily connect with one another **within and across neighborhoods and interests** to learn about the park, participate in park activities, advocate for the park, and advise on park issues.