

Kingston Communications

March 19, 2022

Facilitating: Shana Ramirez

Note-Taking: Tim Davis

Attending:

1. What do you believe is the problem we are trying to solve?

- **Communication with and within the community**
- **Subjects such as the Bike Festival and how to get kids involved.**
- **How to find out what's going on**
- **What is the cost to communication efforts?**
- **Communicate with busy parents. Give parents a voice.**
- **Community information gap. What are our available venues?**
- **What methods reach what demos?**
- **Need print regardless of digital/social... New residents will be looking for methods.**
- **How do we spread the word about Community Conversation?**
- **Personal email is clogged and inefficient for families. Are there audio options, such as podcasts?**
- **How do we stand out in all the visual/information "noise"?**
- **County messaging from text message.**
- **We should realize that there are citizens that do not want to, or are just too busy to "hear".**
- **How to stand out in communication? Info needs to be relevant. Sometimes we push info out to be relevant.**
- **How do we engage students?**
- **Advertising includes advancing a cause and raising interest.**
- **Michele - Use video**
- **Identify where people look for information**
- **A central communication source would require a resource**

2. What are some of the possible short term solutions (1-3 years) to the problem(s)?

- **Peachjar, however there is a cost and results have not been good**
- **Chamber of Commerce digital Newsletter, website, calendar**
- **Village Green survey may offer new information and perspective**
- **CoC adding an event submission opportunity to CoC calendar**
- **Village Green as a communication outlet**
- **Facebook**
- **Reader Board**

- **Next Door**
- **Community Chalk board**
- **Identify neighborhoods using individuals to communicate at a community level, post locally**
- **KCAC meeting with students**
- **Ask engaged students how do we communicate**

3. What are some of the possible long term solutions (4-10 years) to the problem(s)?

- · **Community website**
- · **Multimedia approach. Too many options. Needs to be interactive, and links source to source. Need a resource to build a database, link these sources. Snail mail. Podcast.**

4. How will the people and organizations represented here be involved in working on these solutions in 2022?

- · **Engage local students in KCAC meetings**
- · **Look to VG survey results for answers**
- **List of places to post flyers and print media shared with the group.**

5.