JBNA Board Mtg Minutes – February 26, 2024
5:00 pm by Zoom

Present: Wayne, Trevor M, Trevor W, Tim, Keira, Linda
Regrets: Bob
Alieda for her portion of meeting.

Engagement Coordinator, Alieda Blandford:

- Update from Alieda. Analysis of existing media processes and how to make existing communications stronger. Opportunities to highlight recycling program and the gardening activities.
- Some website labels could be better named to better describe the content.
- The social media options identified are useful but Board needs to establish the goals for each before deciding how to use.
- Set a base for measurement so that in a couple of months we can measure whether there is growth, indicating successful strategy.
- Board agendas to include opportunity for Alieda to update Board on activities, but remaining agenda for Board members only.
- Alieda will have access to a separate email account inbox with its own folders, but will not have access to jbna's inbox. Decision was made at previous Board meeting that individual contractors will have their own jbna emails, but will not have access to jbna@jbna.org.

Approval of Minutes: Feb 5/24 msc

Emails Reviewed

Board Positions: Board will send info to members in advance of April AGM to inform of upcoming positions including Treasurer.

Mar13/24 General Meeting

- Update on Menzies St proposal. Proponent asked City if changes required another CALUC and City indicated not necessary. Proponent acting in good faith to seek input from residents as it is not a requirement by City.
  Linda will confirm that March meeting is available.

April 10/24 Annual General Meeting followed by April General Meeting agenda

- Wayne will send Board info about AGM

Next Board Meeting:
March 11/24 at 5:00 by Zoom