

**BVTW Annual Meeting
May 24, 2011**

Communications Committee Report

Progress in 2010-2011

- 1) Publication of a Winter 2010-2011 News of Bella Vista print newsletter spotlighting the three public elementary schools (Jackson, Meredith & Nebinger) that serve our neighborhood. Sponsors of the newsletter were:
 - Renee Aita, Prudential, Fox & Roach
 - Beau Mond/L'Etage
 - Canulli's Quality Meats & Poultry
 - Chick's Café & Wine Bar
 - Stephanie Costello
 - The Expressive Hand
 - Fleisher Art Memorial
 - Little Italy Pizza
 - Society Hill Mail & Parcel Service
 - Armando Rey Jewelry
 - Big Green Earth Store
 - John Cardullo & Sons
 - The Conway Team
 - Greg Damis, Prudential, Fox & Roach
 - Fante's Kitchen Wares Shop
 - Charlene Hirsch, D.M.D
 - Parent to Child/Kathryn Snyder
 - South Cleaners

Sponsor support paid for the newsletter's production and generated a total of \$1,150 in contributions for BVTW. Thank you to all our newsletter sponsors!

• A corps of 23 faithful neighborhood volunteers hand-delivered delivered the newsletter during the ice and cold of January. Special thanks to Queen Village resident Mark VanderHelm, who accidentally signed up to deliver a Bella Vista newsletter but did it anyway. We appreciate all help. More newsletter delivery volunteers are needed for 2011.

- 2) Bella Vista Town Watch Facebook page is up and running. We urge you to "friend" us for announcements and join this forum for the Bella Vista community.
- 3) Neighbor Fritz Mirzanschall stepped up early in 2011 and volunteered to help clean-up the BVTW website—fixing links, updating content and in some cases writing content. Thank you Fritz.
- 4) Neighbors are volunteering their time and talents to write newsletter items, including JoAnn Greco and Kathryn Snyder, who both contributed articles to the Winter newsletter. Other neighbors, such as Carrie Ruddell Maria and Richard Scott have expressed interest. Contributors are always welcome.
- 5) A revised sponsorship rates and ad specifications sheet helped improve the sponsorship process, greatly reducing sponsors questions about how to place and size their ads.
- 6) In addition, we benefited from the expert services and ongoing dedication of Jon Snyder, the BVTW member and talented graphic artist.

Communications Committee Objectives for 2011-2012

- 1) Publication of Fall 2011 print newsletter in September. We're tentatively dubbing this the

- “infrastructure issue” to focus on larger projects planned for our neighborhood.
- 2) Continued improvement of bvtw.org – more photos, more BVTW news and Bella Vista-centric information. I suspect Fritz Mirzanschall’s contributions will speed that along.
 - 3) Continued development of the committee. We need more writers, editors and technical people to make BVTW communications easy and effective.
 - 4) Continued promotion of the eNews to engage new subscribers.
 - 5) Review of BVTW’s overall “brand” w/in the community. We are a town watch—our main focus is crime prevention and community work with the police—but we do so much more with zoning, beautification and quality of life issues. How can that be best reflected in our communications (web, email, print)?
 - 6) Secure an easy to use, low cost file sharing solution for use by the BVTW board and committees.

Opportunities in 2011-2012

We are looking for community members who will

- a) Sign Up for a block to help with newsletter distribution (a twice a year event). The sign-up is here, if you haven’t already claimed your block.
- b) Submit story ideas and/or write articles for BVTW.org, eNews or print newsletter.
- c) Input events into BVTW’s Google Calendar with information that has been authorized by the BVTW board
- d) Take photos of some or all of our local murals for posting on the BVTW website.
- e) Take photos of BVTW events (i.e., clean-ups) for us in BVTW website and newsletters
- f) Lend technical expertise (researching an appropriate file-sharing solution, for example)

If you are interested in any of these opportunities, please come see me after the meeting.

Janet Pinkerton
BVTW Communications Committee Chair
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Beautification Committee Report

Block Captain Census: 55

Trees Planted: 33

No circular stickers distributed: 200

Cleanups: Two completed so far, four more still to come

Talks underway to partner with 9th Street Business Owners on June 18th cleanup.

Larry Levin
Chair
BVTW Beautification Committee
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