

Attendance

Inside: 2+1

C, M, L

Outside:

Topics overview

- "First touch info"
 - Display case
 - In space signage
- Promo outlets
- Website
- Hello World posts

Todos

☐ Hello World Posts: table to brainstorm copy that would be shareable around our values/structure/governance

☐

Event Promotion: write up source doc workflow and tool (@LP) + flyer making tool

☐ Promo Outlet Wiki: Set access permissions to not need account (@LP). Communicate to ppl on how to use.

☐ Display Case: Async iteration with wireframes (@all)

☐ Draft proposal for using pantry space to host welcoming signage

Discussion

External Promotion Locations

Other physical places to promote RC events? General agreement: Let's make a wiki to collect bulletin boards around town

Display Case & Outdoor Signage

How do we want to greet people who first encounter us physically?

How to also display 1st and 3rd weekly events, special events in display case

Add another small sheet below? That's maybe confusing to have two sheets to look at

Would be nice to change big poster on a monthly basis - programming isn't ready for that
Evergreen poster with URL
LED strip around the display case w/ a solar panel battery would be great for nighttime visibility

Indoor Signage: Pantry Space

How do we want to welcome people once they walk into the space?

Walked through space, it seems like we have to take stock of important info that would be useful to have there and come up with a proposal to present to food pantry group on how we can share some of their fridge display.

Things like:

- Closing Agreement
- How to Donate
- How to Join RC
- Values/How we run/how we would like to connect to folks in our neighborhood

Also includes ideas around how info would be spatially organized:

- Divide fridges into groupings
- Rightmost frig w/pantry into
- Center frig as general welcome and info
- Left frig ? misc. fun stuff

"Hello, World" Posts: Maintaining an occasional Bluesky Presence

What if we occasionally showed up on socials to share that we exist and what we're about? Kinda like a way to let people who are looking for spaces like ours can share and disseminate to their networks?

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LP

- 1/2 page paper flyers vs web images
- Tool could generate 2-ups for printing, and standard 4x5 for online?
- 2-ups could be either orientation
- Could strip event details from 4x5?
- Event promo outlets
- Wiki list with contextual guidance as to what for where?

- Location list as well, also useful for fundraising
- Information hierarchy in space
- More bulletin boards? Larger board with tape strips to break up space?
- Where
- Hatch gate mounted board?
- Use of outside display case
- Weekly schedule limited to 8.5x11
- Larger regular programming poster could be larger?
- Solar LED lighting strip?
- Use of door space
- Pools events
- more consistent
- +1w ahead
- Promotions as list vs forward
- Pro: self-managed or collectively moderated membership vs tech bottleneck
- Risk: people forgetting it's a list and doing an oops?
- Periodic "Hello World" post
- Post an occasional intro style post: Hello world, for those who don't know, Ridgewood Commons is....

Website

How to easily donate

Over-signage - > info hierarchy

