



Downtown Community Planning Council San Diego

Planning a Vibrant Downtown for All

Communications Committee Meeting

December 9th, 5:00 PM, 2024

Spaces - Makers Quarter | 845 15th St 3rd floor, San Diego, CA 92101

[Twitter](#) | [Instagram](#) | [TikTok](#)

You can email public comments to chair@downtownplanningsd.org: please write "PUBLIC COMMENT" in the subject line.

- I. **Call to Order & Roll Call**
- II. **Non-Agenda Public Comment**
- III. **Update to Meeting Announcements Schedule** **Action Item**
Committee to discuss auto-scheduling meeting reminders 6-12 months in advance and ad hoc post scheduling.
- IV. **Proposal to Add Board Member Bios to Website** **Action Item**
Committee to discuss adding board member bios to the website. This would also serve as an opportunity to highlight vacant seats on the site and encourage interested applicants to fill out a form to join the board. If agreed upon, a memo proposal will be sent to the elections committee.
- V. **Request for Committee Activity & Updates**
The Communications committee relies on updates from chairs of other sub-committees to publish posts covering their activities. Discuss strategies to engage subcommittee chairs.
- VI. **Adjournment**
Next meeting TBD.

Update to Meeting Announcements Schedule [DRAFT]

After A/B testing meeting announcements post types (carousels with brief summaries of action items, simple graphic with action item summaries in the caption, and posts without action item summaries), there have been challenges generating content and scheduling on-time when agendas don't always contain action items that translate to engaging content. To simplify this process and achieve scheduling goals, the Communications chair suggests that meeting reminders are simplified and auto-scheduled in advance.

All meeting reminders will maintain existing format:



Any notable action items and subcommittee news can be posted ad hoc. Submissions to the Communications committee should adhere to the following format:

- Desired publish date(s)
 - Must give the chair 3-5 business days to generate content for ad hoc posts.
- Key bullet points to be used for caption generation

Current Accounts:

- Twitter
- Instagram
- TikTok (not active)

- Facebook

Potential Future Accounts:

- Nextdoor

The following content is the type of content that should be posted across all accounts:

- A post on the board meeting the Monday before.
- A story post reminder on the day of the board meeting.
- Surveys, announcements, and content shared to us by other agencies.
- Development updates (e.g., a new permit that was pulled, building proposals shared by developers/architects, City plans).