

COSTEP MA Executive Committee Meeting

Thursday, October 14, 2021

10:00am-11:00am

Zoom meeting

Attendance

Evan Knight, Alejandra Dean, Kathy Griffin, Stephanie Garafolo, Molly Ogradnik, Priscilla Anderson, Becky Geller, Matt Kearney, Elizabeth Morse, Jessica Bitely

Communications updates: blog posts, website, and social media

Evan reported that there were no new posts published to the blog since the September meeting. Evan will put together a post that recaps the 30 days 30 ways MEMA initiative from September. There were 150 visitors to the website in the past month. 3 weather alerts were sent with a total open rate of 60%. The Twitter account received 6 new followers in September, 4,000 impressions, and had 1,300 profile visits. Molly Ogradnik participated in the 30 days 30 ways campaign throughout the month of September by sharing 1 Tweet per day on the COSTEP account from MEMA's social media kit.

Outreach updates

Alejandra and Evan reported on the latest Alliance for Response (AFR) Advisory Committee meeting in which national AFR networks convened to share stories about recent or ongoing challenges that networks are facing. Common trends included: challenges in sustaining all-volunteer networks, challenges recruiting new members to keep networks going, challenges in responding to the increasing severity of area-wide disasters such as Hurricane Ida, and challenges (but also benefits to) pivoting to virtual programming. The meeting was hosted by Elaina Gregg, Emergency Programs Coordinator for the Foundation for Advancement in Conservation (FAIC). The first all-network meeting will take place in December 2021 or January 2022.

Task Force updates

Evan reported on the GIS mapping project: the beta version of the map is ready to be promoted and feedback is encouraged from various cultural heritage stakeholders to improve the project going forward. The group discussed the differences between the COSTEP/MEMA project and the Massachusetts Historical Commission's MACRIS database. Alejandra will draft promotional language for the map and will send to the group to review before an announcement is made on the COSTEP email list.

Jessica reported on the latest updates to the webinar on climate resiliency co-sponsored with the Boston Green Ribbon Commission: the date was originally scheduled for October, but has been moved to Tuesday, November 9th from 1-2pm ET. The Boston Public Library will host the webinar through its Zoom account. The Task Force will finalize the webinar description and details and then send to the Executive Committee to promote more broadly.

Other business

No new business.

Next meeting

Thursday, November 11, 2021 via Zoom