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MONTHLY MEETING NOTES RTCA AND CLT

DATE: 02/18/25

WHERE: Videoconference

TIME BEGUN: 10:00 a.m.

PURPOSE: Move forward on Pitch Deck and Story Map

PRESENT: K. Pace, R. Eddy Harvey, D. Story, J. Cadieux

DISCUSSION:

- Reviewed Pitch Deck and made some further edits. R. Eddy Harvey took detailed notes.
- Pitch Deck Changes
 - Slide 1: Change icon
 - Slide 3: Look to mix up the color palate, not necessarily need to be turquoise but something to mention to Brian
 - Slide 4: Replace 'Fishing hole' with post office and school to emphasizes the residential benefits and use
 - Slide 6: Reword 'It was planned that way' to emphasize that it was poorly planned or planning then stopped as cars and trucks were the only ones that were being planned for
 - Slide 7: Reorganize some of the partnerships, with focus on Community Club, the Borough, Alaska DOT and Natural Resources as they've been the most consistent
 - Slide 8: Wording is still a work in progress- maybe 'Accomplishment Samplings' or other phrasing to demonstrate that much has been accomplished but there's still work to do
 - Slide 9: Include a pull quote from one of the articles or a line to really emphasize that Cooper Landing has been trying for 50 years but there are still continued obstacles and are still trying (Important to balance the need for more but also that work has been achieved)
 - Slide 11: Replace feathers with salmon
 - Slide 15: Replace clipart map with real map of Cooper Landing (hopefully one of Savannah's) and still working on the wording for that (latest draft is: Meeting Cooper Landing's challenges with an integrated transportation plan improves life for both residents and visitors, blazing a path for other communities to follow.)
 - Slide 16: Rotate state of Alaska

- Should the power point be animated? Possibly but necessarily.
- Should the power point slides be converted into a video? Not necessarily. We need multiple ways of presenting the same information based on the circumstances including single page references v. glitzy tri-fold brochure. All should live on the CLT website so that a QR code made be handed to an individual (e.g. legislator) that takes them to the Power Point or a single page with key messages and the dollar amount, etc. Sending them to the website has the added benefit of introducing them to more information if they so choose, including the Story Map(s).
- We still need to consider the technical savvy of each individual and have something that gets the information across in an accessible way for all levels of our audience.
- DS and JC are involved at present in reaching out to legislators and other government representatives (e.g. Borough Mayor) because a project is in the works at DOT scheduled for 2027 to address the state of the existing highway MP 43-56.

TASKS ASSIGNED:

- Savannah: Map updates including for the Pitch Deck
- Renee: Edit Pitch Deck as suggested today.
- Janette: Assist Renee if needed

TIME ENDED: 11:00 a.m.