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**The City of New York
Community Board 8 Manhattan
Communications Committee
Tuesday, November 18, 2025 – 6:30 PM
*This meeting was conducted via Zoom***

MINUTES

Attendance: Sharon Pope-Marshall, Peggy Price, Judy Schneider, Robin Seligson, Will Sanchez.

Approximate Number of Public Attendees: 1

Item 1 – Website Redesign

Early-stage plans are underway for a redesign of CB8's website. This overhaul will aim to improve the appearance of the site and users' ability to navigate it. Currently, the site suffers from an overload of outdated, incorrect and extraneous information. In addition, some website links are incorrectly identified, toughening the job of finding desired information. The website further suffers from its stark, unwelcoming appearance.

In the months ahead, the committee will be exploring ways to improve the website's usefulness and appearance and overall public appeal. As the Communications Committee moves forward with this vital project, the committee will be reaching out to all board members to seek their ideas for the website's redesign.

Item 2 – Publicizing the Work of Committees

To enhance CB8's visibility in the community, the Committee announced an initiative to publicize the work of CB8's committees. The goal is to draw greater attention to, and participation in, CB8's programs.

To carry out this project, the committee will soon contact co-chairs of CB8 committees to inquire about any special issues or projects in which their committee is engaged. The Communications Committee will then spotlight these issues using flyers, social media CB8 Zooms, and when appropriate, contacting the press. If CB8 Zooms can be used, co-chairs of the committee being highlighted will host the session, if possible. As discussed at the Nov. 18 meeting, the effort will start with the Parks Committee, which will be discussing Ruppert Park renovations at that committee's January 8th meeting. The Communications Committee plans to publicize this session, in order to draw, hopefully, significant public input about the renovations.

Item 3 – Updates on Logo, Slogan, and Community Outreach Initiative

Previously, CB8 members voted for one of three selections for its new slogan and chose Your Voice on the East Side. This slogan will be applied to the board's banners and will, on occasion, be integrated with the upcoming logo.

Soon, the Committee will begin selecting a vendor to work on a new logo. District Manager Ian McKnight will post the vendor criteria outline and instructions for submissions on the CB8 website, and potentially other City sites pending discussions with other agencies. In addition, committee members are being asked to post the RFP on other relevant sites.

Outreach spreadsheet: In conjunction with CB8's outreach to the public, CB8 members will be asked to visit local organizations and groups to inform or update them about the work of CB8. For this purpose, CB8 has

created a spreadsheet of local organizations to visit. This sheet includes the name of the organization or group, the official to contact at that group, and the person's contact information. CB8-ers will use the spreadsheet to sign up to visit an organization during one of its regularly scheduled meetings. Presentations by board members would last for up to five minutes.

Item 4 – Old Business

No items of Old Business were discussed.

Item 5 – New Business

No items of New Business were discussed.

There being no further business, the meeting was adjourned at 7:30 PM.

Sharon Pope-Marshall, Margaret Price, and Robin Seligson, Co-Chairs