



Northwest Keizer Neighborhood Association Annual Report 2023-2024

Keizer City Council – April 15, 2024

**Madame Mayor, Council President Starr, Keizer City Councilors – We are the Northwest Keizer Neighborhood Association (NWKNA)**

The NWKNA development began in March 2022 with the first 3 Board members. We now have a full Board of 7 members.

With completion of bylaws, boundaries and other necessary paperwork the NWKNA was approved as a Neighborhood Association by the Keizer City Council in May 2022.

Our General Meetings are on the 3<sup>rd</sup> Wednesday at 7 pm each month at the Civic Center Hall.

Our meetings have included Hector Blanco from the Keizer Fire District, Lt Hein from the Keizer Police Dept, Keizer Public Works, and Shane Witham and Ben Crosby. The principals from the two schools within our boundaries – Keizer & McNary have attended to talk about how we can work with each other. Simonka Place and the Keizer Food Bank has also met with us on their program needs.

We have had dialogs and responded on traffic issues, graffiti, City budget, issues on the swales in our neighborhood and new development within our boundary with our residents and the City of Keizer.

The NWKNA worked with the other Neighborhood Associations to host a State of the City presentation for our Keizer community. NWKNA will be working with Keizer Elementary and its Parent -Teacher Committee along with other Keizer organizations to hold a Community Resource and Bike Skills event on May 4, 2024 from 11 am to 1 pm.

Our main focus in 2023-2024 has been on improving our outreach to our neighborhood and community.

**Outreach Efforts**

This year the NWKNA has focused a lot of attention on its new website, which launched in July 2023. The site features upcoming meeting information, general and board meeting notes, a community event listing, a local business listing, links to tools on the city's website, neighborhood photos, and a contact form to get in touch with the NA board. The site has also been designed to be mobile-friendly.

We have analytics running behind the scenes of the website. We've had 303 total users and 747 views of the site from 7/25 to 3/24, showing a decent amount of returning users. Our "Meetings" page is by far the most popular page on the site.

Time, expertise and resources for the design and development of the site were donated by board member Griffin Walker, including ongoing web hosting and security updates. There was an approximate donation of \$3500 worth of services for the initial site build, and an additional

\$1500 of services to-date for updates and improvements to the site. The only ongoing cost coming out of the NA's budget are for the domain name and SSL, costing approximately \$40 per year.

We've set up a catch-all email address of [info@northwestkeizer.org](mailto:info@northwestkeizer.org) that sends any incoming emails to all board members, including the contact form on the site.

We've also created and printed door hangers, flyers and business cards for additional outreach. All of these materials contain unique QR codes so that we can track which printed material is resulting in additional website traffic. We continue to use our lawn signs produced last year, putting them out a few days before every meeting.

On the social media front, we've created a page on Facebook and regularly post upcoming meetings to local Keizer Facebook groups and to Nextdoor.

In working with the City Recorder, all our meeting announcements/agendas, General and Board minutes are posted on both our website and that of the City of Keizer's.

### Future Outreach Efforts

Next year we plan on expanding use of social media, with more posts on Facebook and Nextdoor. We're also exploring adding Instagram to reach a younger audience.

We are looking into having shirts made with NWKNA branding so that NA members are easy to identify at events.

We'll be participating in National Night Out this summer and at the Neighborhood Associations booth during KeizerFest.

We're exploring the possibility of providing a Spanish version of our website and meeting materials in the future.

**Thank you so much for the City Council and City Staff's support for our Neighborhood Association this past year and for the support in the future.**

**Hersch Sangster**

**Chair - NWKNA**