



## **2020 ANNUAL REPORT TO KEIZER CITY COUNCIL GREATER GUBSER NEIGHBORHOOD ASSOCIATION**

The Purpose of the Greater Gubser Neighborhood Association is to empower our neighbors and improve our community. The boundaries for our Neighborhood align with the School attendance boundaries for the Gubser Elementary School. Our Association encompasses approximately 3100 households.

We Communicate with our Neighbors in the following ways:

1. Monthly GGNA meetings held on the Third Thursday of the Month. We typically do not meet in June, July or December. These meetings are held at the Keizer Civic Center. We began using this location in September 2019.
2. Meeting Notice Yard signs are put up in various locations of the Neighborhood the Friday prior to the Thursday meeting and taken down Friday or Saturday after the meeting. There were 18 signs available for installation. We were able to recruit a Neighbor to be a Sign Hostess. This Neighbor stores a sign and posts it for us in their yard to help advertise our meetings. We would like to work on recruiting more neighbors to host a yard sign in the future. It is a welcome service for our continued efforts to engage our Neighbors.
3. GGNA Facebook Page – We began actively tracking the engagement on our Facebook page in April 2019. At that time, the page had 379 likes. At the time of this writing, we have 534 likes. When we have a posting or notice that we want to be sure engages our followers, we will pay a small fee to boost the post. We believe this has been a helpful tool.
4. Nextdoor Online communication forum - There are currently 1956 Gubser member households, last year at this time there were approximately 1687 members in the Gubser Area. There has clearly seen a large increase in the number of households participating on Nextdoor.
5. Email notifications. At each gathering, we obtain email addresses and contact information from all attendees, to build an email contact database.

Due to the Covid -19 Pandemic, we had just a few meetings in 2020. Toward the end of 2020 in the Fall, things were starting to open back up and then the Forest Fires caused chaos for the area. The Neighborhood Association assisted with outreach for Fire Victims at Volcanoes Stadium. In October we hosted a lively Candidate Forum for the City Council Candidates. We attempted our first ever Zoom meeting in November. And we ended the year on a positive note by assisting with the Keizer Chamber and Keizer Network of Women, (K.N.O.W.) giving basket food collection at The Gubser Elementary parking lot.

We are very grateful for a donation of a 24” X 60” vinyl banner by Professional Sign & Graphics. (A copy of the design proof is attached.) The Graphic design artist is a Gubser Neighborhood resident. We have also partnered with Key Bank in Keizer Station for a Food Barrel location. The Food is distributed to the Keizer Community Food Bank. We have donated approximately 140 pounds in 3 pick ups. There is limited lobby traffic, due to the current pandemic.

The Board members try to stay engaged by attending Community events and outreach meetings. Some of these are Keizer Chamber Greeters & Luncheon Forums, Keizer United, Women United, Coffee with Cathy, Salem Harvest, Keizer Network of Women, Soggy Days in the Park, Keizer Community Center Clean up, Keizer Library Board meetings, and Keizer Library Task Force. There is also open communication between the members of the South East Keizer Neighborhood Association and West Keizer Neighborhood Association for mutual collaboration for the greater good of our community

We appreciate the City Council’s approval of our Budget Request this past year. The funds enabled us to re-start some much needed advertising and outreach to our neighborhood. This year we used a portion of the budget to place an ad in The KeizerTimes publication ‘We Are Keizer.’ (Copy attached.)

It is still the intent to create a brochure about the neighborhood association for continued outreach. We have also experienced some missing yard signs and will need to look into replacing and repairing them.

The GGNA requests that Keizer City Council extend their recognition to The Greater Gubser Neighborhood Association for another year.

Respectfully submitted,

Patti Tischer, President

Greater Gubser Neighborhood Association