Communications Committee
Meeting Highlights
February 9, 2026

Commissioners Present:
Amy Weissfeld, Chair
Lach Litwer
Alex Johnson
Steve Hochman
Pah-tu Pitt (absent)

Staff Present:
Krystyna Wolniakowski
Kelly Foster

After roll call, the November 25, 2025, Communication Committee summary was approved by a voice vote.

Welcome New Committee Member(s)
Steve Hochman was welcomed as the news member of the committee. Pah-tu Pitt was absent from the meeting.

Committee Chair Assignment
Commissioner Johnson moved and Commissioner Litwer seconded to have Commissioner Weissfeld continue as Chair and was approved unanimously.

Review of Meeting Summary
The meeting summary was approved.

Update on Social Media Efforts
Johnson mentioned that the number of followers for Facebook and LinkedIn are not very high after 5 months, but we can increase the target audience over the next year with increased outreach. There was discussion over what the Gorge Commission wanted from social media and how best to amplify the results of the work the Gorge Commission already does.

Commissioners Johnson and Litwer asked how staff was reacting to the social media efforts and Krystyna mentioned that staff was creating ideas to share with Communications Committee about posts that highlight recent meetings, events, and accomplishments of the Commission. Commissioner Johnson discussed developing "vertical videos" which are short 30 second video that can be posted online on short subjects of public interest. He also suggested that Commissioners "re-post" the social media pieces on Facebook and Linked in.

New Website

The new Gorge Commission website will be released to Communications Committee for a week, and any suggestions will be incorporated before it goes public. The plan is to go live in early March.

Communications Strategy

Most of the current communications is through the email listserv to announce meetings, etc. Chair Weissfeld suggested that staff find a way to identify the Facebook and LinkedIn links and to explain why comments are turned off (due to public records requirements).

Commissioner Johnson mentioned that there is an opportunity for Commissioners to write op-eds or find other media opportunities such as Think Out Loud to communicate about the Gorge Commission.

Chair Weissfeld and Commissioner Johnson will serve as "content -captains" for planning the posts on social media and to track metrics over the next year.

Priorities for 2026 include additional legislative outreach around the 2027-2029 biennium budget, protocol for emergency communications, and implementing ideas for "increasing our megaphone" to get the information about the Gorge Commission out into the public.

Commissioner Hochman emphasized the need to get information out about the impact and consequences of the agency's budget cuts for the 2025-2027 biennium.
Chair Weissfeld recommended that each Commissioner should have a "2-pager" of talking points about the Commission to use in conversations with legislators and other decisionmakers.

Public Comment

Nina Kroneberg stated that the communication plan was very robust but recommended that it should be narrower and more focused with one media platform with tight metrics. She said that it should be ratcheted down to a more manageable plan given staff capacity.

Final Comments

Chair Weissfeld asked about a shared drive to make Public Records Requests more streamlined, but Kelly mentioned that it will not be possible to have such a server for the Gorge Commissioners. If Commissioners use only their Gorge Commission emails and do not use texts for communications, then the PRRs are manageable.

Chair Weissfeld asked for the committee to identify the day each month that can be identified for the communications committee meeting that can be adhered to each month.

Approved: March 12, 2026