

3-4-13 EVENTS/MARKETING/OUTREACH MINUTES
MID VALLEY REGIONAL LIBRARY

1. Call Meeting To Order/Anita Goldbaum/Chair 6:35PM
 - a. Pledge of Allegiance - Led by Anita Goldbaum/Chair

2. Committee member roll call
Nancy Xander/Present
Anita Goldbaum/Present
Martha Kopy/Present
Robin Tyler/Present
Marina Adlivankina/Present-7:00PM
David Hyman/Present
Mike Khalid/Present

Mike Kabo/Council Parliamentarian/Not Present

Residents/Stakeholders present – count – 5 in attendance

3. Public comments on non-agendized items – None
4. Presentations – None
5. Old business

- a. Update on revising the vinyl banners – Mike Khalid is going to provide a written bid to apply grommets to the 8 new vinyl banners in addition to revising them to indicate our new website address. Mike did not have the quote with him but will provide this to Anita asap.

Anita stated that the NPG for Monroe Mock Trial has been processed and approved. They should be receiving funding in approximately 3-4- weeks; they will need it by March 22-24th. She stated that she will contact Paul Graber to obtain the names of the students and publicize it in Councilman Englander's newsletter and the Chatsworth Patch.

6. New business

- a. Update and advise on current Outreach budget – Anita provided information on the current amount in the Outreach budget and discussion ensued on how it is to be allocated by the committee. She advised that a decision has to be made as to what the committee wants to do and how to fund the various events/projects proposed. Robin advised that perhaps at the Planning and Land Use Meeting, she could bring up the budget issue and see if there is any money that can be reallocated to Outreach; she will update and advise after the meeting on Thursday 3-7-13.

Mary Arementeros stated that our 10th Anniversary Party came in under budget and the money not used will go back into the fund

Deborah Stevens provided an update with regard to working with Porter Ranch for the Devonshire NPG; she stated they advised her that a private party has donated the funds and, as of this date, there is nothing required. This will be brought up in the future.

b. \$2,000 for Spring Egg Hunt – this motion was withdrawn at the February GBM and was also subsequently withdrawn at this committee meeting by Robin Tyler due to budget issues. It was stated that they hope to do this event next year. Martha Kopy stated that CSUN has a fabulous Spring egg hunt; it was discussed to publicize this on our website to let the residents/stakeholders know and also perhaps to send out an eblast as well. She stated that they have dancing, music, of course egg hunting, face painting, etc. It's a great event and free.

c. \$3,200 to publish another Westsider

Nancy did “ground work” to obtain costs for printing and postage and stated she obtained several proposals for printing; she stated that one printer was too expensive, she contacted another printer that several councils use Pacific Rim Printing in Culver City, they also do several homeowners associations, etc. For black and white only to everyone would be \$1,736, if color it would be \$1,801. In addition, pricing is for camera ready artwork. If we want them to typeset, create it, etc. it would be an additional \$85 per hour.

Robin suggested that we speak with Deidre from Friends of the Library; she did all the typesetting for their newsletter and perhaps she could help. David stated that to send out each Westsider would be approximately 19cents per copy; we would print 7800 with 200 to pass out. Postage would run approximately \$1,482. She stated that we do have a lot of information that can be included in the newsletter, i.e. Sunday Clean Sweep event, Citrus Sunday, Greek Festival, Senior Dance, Family Fest, Monroe Mock Trial, etc.

Anita stated that even with the 8000 we sent out, we only received 12 responses via mail and several via email and phone; we had hoped to receive more response. Robin stated that the Westsider is our “branding” and connects the Council with the neighborhood.

Nancy stated that we could also include information for the residents/stakeholders, i.e. who to call for street repair, etc. and that they would keep the Westsider handy as it would contain vital information and also keep our council information “out there”.

David stated that perhaps we could place the Westsider at various locations, the Library, businesses so the residents/stakeholders can pick them up in these accessible areas. There are residents/stakeholders who cannot get out and even if they do not participate, they are interested in what is going on with the council and would enjoy receiving the Westsider.

A resident/stakeholder stated that perhaps the Monroe Mock Trial students would help in distributing the Westsider by walking and delivering them.

Robin states that it would be a good idea to contact the North Hills East Council and see if their Webmaster would translate the Westsider into Spanish for us; it would be another way to reach out to the community as well.

Paul Wolpa stated that he took our 10th Anniversary Card/Flyer, put his name and phone number on the bottom and distributed it in his area. He was advised that this should not be done as it was not properly authorized; he said he would not do this again; the committee thanked him for his cooperation.

Mike Khalid stated that he would do the Westsider for is in black and white or 2 color for \$1,800 including postage and help out the council. He has extra paper that was purchased some time ago and he would donate it to publish the Westsider for us. He also stated that it is our “branding” and lets the community know we are here. Robin agrees about the “branding” and feels we would keep our name out there and this is the way to do it. They need to know we are HERE.

Discussion continued on the Westsider. Motion to amend the \$3,200 for the Westsider publication to the \$1,800 as offered by Mike Khalid, David Hyman made the motion, Robin Tyler second – 5 yes and 1 abstention, motion passes.

- d. Motion to approve up to \$300 for flyers and banners to promote Citrus Sunday

David presented that we allocate expenses to prepare a flyer and banner to promote Citrus Sunday. He advised that Councilman Englander has a generic flyer that they send out and we could use it as a guide, place our wording on it and distribute to residents/stakeholders in the area. In addition, we can display a banner at the Fire Station with our logo, etc. We already have 8 banners that just need to be updated with grommets and also the website update, there would be minimal expense to do that. Motion withdrawn.

- e. Motion to approve up to \$500 for the Senior Dance

David advised that the council has always sponsored the Senior Dance which is in conjunction with the Family Fest. The contribution is \$500 and that goes to one of the sponsors for either music, food, etc. to help offset the cost. Each council chooses one senior over 50 who has contributed to the North Hills West community and we need to discuss who that would be. Motion made by David second by Robin, vote unanimous passes.

- f. Motion to approve up to \$1,000 for the Family Fest/Kiwanas event

Anita and David stated that this is a great event with great exposure. For the \$1,000 donation you get to display your banner, you get 1-10x10 table with 2 chairs and a council member can help run a carnival game. You can also distribute council literature, etc. and get your name out there. In addition, we get recognition from Councilman Englander's office as well.

Robin stated that she met with Megan Cottier from the Councilman's office and this is a huge event and thousands of people come out. It's a win win for everyone, we get recognition and we also help out the community as well. She stated that it is worth giving them the \$1,000 for the event. The Family Fest is bigger than the Green Festival and we should contribute. We need volunteers both from the board and the residents/stakeholders as well, everyone should try and participate. She stated perhaps we could do 2 hour intervals that way we get participation and no one is required to be there for "hours". We can also put this in the Westsider as well. We should also consider give aways, hats, key chains, etc. Robin made the motion to approve the \$1,000, Anita second, 5 yes and 1 abstention.

- g. Discussion on what EMO wants to do in the next year

As time was running out, brief discussion ensued on what future events the committee would like to do and will discuss at further length at the next meeting.

- h. Update and advise on the Greek Festival

David advises that this is another way to get our name out there and we get a free table to display literature, banner etc. We should take advantage of this and again we can have volunteers to hand out literature, etc. Everyone was in agreement.

- i. Discussion on give away items needed for events

Discussion ensued about various give away items that we would need, i.e. key chains, mini lights, hats/visors with our logo. Anita asked everyone to put on their thinking caps and see what they can come up with. Motion was brought to the table by Robin to allocate up to \$1,000 for promotional advertising second (do know who second) – vote unanimous – passed

7. Committee comments - None
8. Meeting adjourns 8:00PM