

July 2, 2015 NHWNC Events, Marketing & Outreach Committee meeting draft minutes

NORTH HILLS WEST

NEIGHBORHOOD COUNCIL

Events, Marketing & Outreach Committee meeting minutes

Thursday July 2, 2015 7 PM

FIRE STATION 87 , 10124 BALBOA BLVD, Community Room – North Hills, CA - 91343

Quorum noted at 705 PM, (4 of 5) at 705 PM

Present: Nancy Xander, Mike Khalid, Kathy Cryer, Helen Donovan

Arrived 715 PM, David Hyman, quorum becomes (5 of 5)

Agenda item:

4. Discussion regarding holding a 2015 BBQ event, review of last years event, Note-ably a lack of support and participation by all Board members.

Thus the Board members present were all busy working and not effectively outreaching.

The every door gets a flyer (7K+) was very effective but exhausting, alternatives preferred

First choice of venue is Valley Park Church on Nordoff (as last year) if available,

Hiring a trash service which includes an attendant and recycling is favored.

Desired dates would be Sat Oct 10 or Sat Oct 24, hoping for cooler weather vs September

Several 501(c)(3) (non profits) are available to facilitate the permit requirements

Because of the impending Neighborhood Council (NC) Elections (Region 2)

Subsequent discussion included a possible joint venture BBQ event

With adjoining NC, Lake Balboa (Region 3 Election schedule)

Mr Brown agreed to contact them and report their interest

Commitment to enhance Candidate Outreach and provide Board applications

at every future meeting and event going forward. Included also website & mailings

The objective is a viable slate of quality Candidates well before Election time

MOTION: Approval of up to \$7,000 for a Community BBQ to be held in October

(Xander/Hyman 2nd)

VOTE: Unanimous approval (5/5), motion passed

5. Discussion regarding holding a Spring Easter Egg Hunt at Mid-Valley Regional Library

Last years event was cancelled for lack of available personnel and planning time

As Easter will be March 27th, 2016, thought is to hold event a Saturday or two prior

Renewed focus on attending children, face painting & cotton candy were very popular

Although parents with children likely don't have much time for meetings, etc

Their ideas and concerns, and future involvement are a critical long term component of the NC

MOTION: Approval of up to \$5,000 for the Spring of 2016 Spring Easter Egg Hunt

in March at Library, to be compatible and supportive as possible of the NC Election.

(Xander/Hyman 2nd)

VOTE: Unanimous approval (5/5), motion passed

6. Discussion regarding composing, printing and mailing

the next Neighborhood Council newsletter, including extras for hand distribution

It is estimated 9,000 address's would receive the mailing, including business's

Thus every address within the Neighborhood Council would receive a newsletter

New USPS rate structures, including Every Door (piece) Direct are appealing

MOTION: Approval of up to \$7,000 for a November newsletter mailing

(Xander/Hyman 2nd)

VOTE: Unanimous approval (5/5) motion passed

7. Discussion and review of the ongoing NC website nhwnc.net renovation
All of the contracted changes and improvements have been completed by Moore Business Sys.
With the exception of all Board members presenting themselves as specified for training
Which is in the original contract, excluded from the specific deadline(s)
Current work includes modifying and enhancing aspects, and additional features
The merging of the various databases and activation is commencing
To be added, sections featuring Presidential Volunteer Award Program and Neighborhood Watch
And critically a Volunteer signup section. As well as a general suggestion & comment box
MOTION: Approval (amended) of up to \$1,500 for NHWNC special project website work,
to be utilized as needed for 2015/2016
(Xander/Hyman 2nd)
VOTE: Unanimous approval (5/5) motion passed

Note made of 5 Board members being present at this point

8. Discussion regarding the Presidential Volunteer Award Program (PVAP)
The Neighborhood Council would register to become a certifying organization
October 01 to September 30 would be the desired annual designation,
So awards could be presented at the annual Christmas Holiday Pot Luck event in December
Volunteers achieve various award levels based on hours contributed,
Younger folks have lower award threshold levels. There is a lifetime level as well.
Program signup to be added to NC website. Administration & verification of Volunteers hours,
on an ongoing basis, by NC Outreach Committee members
Lifetime Award recipient Lydia Grant D.O.N.E., previously explained the program in detail,
And it's ability to recognize and engage volunteers who would be otherwise under the radar.
MOTION: Approval of up to \$250 for PVAP awards and related Program outreach materials
(Xander/Donovan 2nd)
VOTE: Unanimous approval (5/5) motion passed

9. Review & discussion regarding the re-useable shopping bags to be distributed
to new incoming residents and business's
The bags are made and at the printers in Pasadena. There is an issue with 2 color printing alignment
because of the longer handles and the way the printing machine works. Decision is made to go with
single color, which will be black logo on the green bags, which should result in a small rebate
from the 2 color charge. The remaining printing work can thus be performed locally.

10. Discussion regarding additional Outreach and Election awareness
It is summarized that 3 all area mailings might be appropriate,
all would feature Election related information
Also bus benches, newspaper, banner at Monroe HS,
It has been previously noted that Neighborhood Council participation in NC online voting
will not involve additional out of pocket costs
MOTION: Approval of up to \$5,000 for additional Outreach Election awareness for 2015/2016
(Xander/Khalid and Hyman 2nd)
VOTE: Unanimous approval (5/5) motion passed

Announcements: Outstanding payments to vendors is well underway, many report receipt
The long hibernating finished Neighborhood Watch signs are now currently being installed
Request for magnetic NC signs for vehicles
Request for initiation of CERT & MYN presentations to Board & Stakeholders

Meeting adjourned at 910 PM Xander/Donovan
Thank you to all who attended

