

Minutes of North Hollywood Northeast Neighborhood Council
Outreach Committee

January 4, 2010
Valley Plaza Library
Meeting Start at 6:30PM

In Attendance:

- Sarah R.
- Florence D.
- Ben M.

1. Review of Previous Minutes: Minutes from November meeting were reviewed. Typos were corrected and minutes were approved by consensus.

Agenda Items were addressed in the order presented below.

- 2. Alternate Information Table Locations:** The general consensus is that there are few areas in our council that are as good as the Food 4 Less entry for information handout. Everyone will keep an eye out for new locations, but it is likely that the next information table will also be at the Food 4 Less.
- 3. Crosswalk Locations:** Ben has not identified good locations for decorative crosswalks. He will continue to pursue this.
- 4. December Advertisement for Neighborhood Council Elections:** Sarah brought a copy of the Valley Reporter paper which included an advertisement for the upcoming Council elections including a request for candidates. Our Council was not involved in this advertisement and will not provide funds for this ad in the December edition, despite being mentioned equally with the other councils in the area. Sarah noted that the Ad uses contact information from DONE including an old and unused phone number. Sarah stated that she immediately contacted DONE about how to change the outdated information on the website.
- 5. Future Advertisement for the Neighborhood Council Elections:** Sarah brought up two advertising opportunities for the neighborhood council elections. Funding for each of these would need to be approved at the January Council meeting to proceed. The first is an advertisement in the Valley Reporter similar to that of the December edition. As it stands, the NHNENC portion of the cost of this ad would be approximately \$193. The other opportunity is an ad in the Daily News. This was brought up at the November Council meeting and funding up to \$1,000 was approved at that meeting under the stipulation that the Council review the content of the ad before publication. Per Sarah, the cost to be part of this ad would actually be approximately \$1,019 and it would not be feasible to exert editorial control. Therefore, the committee adopted two recommendations for the Council as follows:
RECOMMENDATION 1: Increase the allowable funding for an election advertisement in the Daily News to a maximum of \$1,200 total and rescind the requirement that the content of the ad be reviewed by the Council before publication.
RECOMMENDATION 2: Authorize a maximum of \$200 to pay for a portion of an election advertisement in the January edition of the Valley Reporter. Corrected contact information will be provided for the advertisement.
- 6. Election Flyer:** Distribution of an election flyer similar to that sent for the 2008 election was considered. The flyer would be printed and mailed to the electorate to advertise the election and increase turnout. The costs of the 2008 distribution were approximately \$3,200.

However, costs may have increased in the interim. To avoid delays in the distribution, the Committee recommends authorizing funding for a flyer at the January Council meeting.

RECOMMENDATION 3: Authorize a maximum of \$4,500 for an election flyer to be distributed by mail to Council residents.

7. **Census:** Sarah discussed the upcoming census including the importance of the count and made a plea for everyone to support the census with their friends, neighbors, and others. It is possible that our Council will cooperate with the census around April 1.
8. **Outreach Opportunities:** Outreach opportunities were discussed. As noted earlier, the DONE website should be updated. The possibility of getting a phone number with an answering service was brought up. Distribution of handouts at markets or other small stores was discussed. The potential of having T-shirts or buttons for Council Members to wear at public functions was raised. Florence noted that some members of another Council bought and handed candy canes for Christmas in a very quick outreach effort. The possibility of doing something similar for Easter was raised.
9. **Postcard Advertisement:** Florence researched printing costs for postcard advertisements for the Council. The distribution of cards or door hangers could be used for the elections or to promote the Council in general. The costs for 15,000 units of black and white printing are as follows:

5X7 2-sided card	\$825
4X6 2-sided card	\$465
4X2 2-sided card	\$330
8½X11 1-sided sheet	\$655
Door-hanger 2-sided	\$722.50

The cards could be printed and distributed by a local agency. The Committee agreed to recommend printing the cards as an additional means of Council and election advertisement.

RECOMMENDATION 4: Authorize a maximum of \$2,000 to print and distribute door hangers advertising the Council and upcoming elections.

Meeting concludes at 8:00PM.