

Minutes of North Hollywood Northeast Neighborhood Council
Outreach Committee

April 5, 2010
Valley Plaza Library
Meeting Start at 6:30PM

In Attendance:

- Sarah R.
- Florence D.
- Ben M.
- Inez M. (arrived during Item #2)

1. **Review of Previous Minutes from March 1, 2010:** The meeting date was corrected and additional description was added to Item #3. Adjusted minutes were approved by consensus.
2. **North Valley Reporter Deliveries:** Florence spoke of an experience delivering the March issue of the Reporter. Sarah spoke about the importance of making contacts during deliveries and making sure that the paper is delivered into someone's hands rather than left unattended. Ben will try to bring a display item to the next meeting. There were some adjustments to the delivery schedule to help accommodate Karl's deliveries.

The April issue of the Reporter will not have a significant Council message, though the meeting time will be listed under community events. Ben stated that if the May issue of the Report does not show a larger Council presence, he isn't interested in helping to deliver that paper. Sarah said that she would submit an article for the May issue. Topics for the article were discussed including the election results and other items that were previously suggested for the newsletter.

3. **Police Substation at Lankershim/Strathern Development:** Sarah has not been able to meet with Captain Hiltner will keep trying. A response from Councilman Cardenas' office has not been received, but Olga, one of his deputies, said she will attend the April Council meeting.
4. **Invitation to Wendy Gruel for April Council Meeting:** We do not have recent confirmation of Ms. Gruel's attendance and have not advertised her expected presence. Sarah will follow up as she can. There should be mention of the appearance on the website and Sarah will look into getting a mention on the school message board.
5. **Outreach Table:** The outreach table at Food4Less has been postponed to May 22 to allow for more planning.
6. **Wipe Out Phone Number:** The party on March 20 was successful, but more work is needed. A party is scheduled for April 23 at 6:30PM at Sarah's house to complete the job and prepare the existing handouts for the information table.
7. **Access Elections:** Presumably, the preliminary election results can be found through the Controller's website, but the navigation is difficult. Sarah found that the turnout for the elections was a dismally-low 24 voters.
8. **Finances for Outreach and T-shirts:** Under the current budget situation, the Outreach budget is not clearly defined. The total budget for the Council should be at least \$10,000. Sarah brought quotes for T-shirts of various designs from Staples. The cost for 24 T-shirts ranged from \$241 to \$319. The Committee decided that a T-shirt design with just the Council logo over the breast pocket and the Council name on the back of the shirt would be good.

Sarah will research this cost and propose funding at the next Council meeting. **MOTION:** To approve funding not to exceed **\$400** for 24 T-shirts with the Council logo and name as described here.

9. Outreach Table Expenses: Though not on the agenda, the Committee discussed costs for brochures, handouts, and other expenses for the May 22 Information Table event. The following expenses were considered to be needed:

- Flyers: \$200
- Brochures with useful information: \$100
- Reusable shopping bags with Council logo: \$200
- Adding website and phone number to Council banner: \$100

MOTION: To approve funding not to exceed \$600 for flyers, brochures, reusable shopping bags, and updates to the Council banner.

10. Copy for Newsletter: No new topics were introduced. Florence volunteered to try a hand at writing an article. Ben will also present something at the next Committee Meeting.

11. Preparation for Information Table: Sarah briefly started to discuss greeting strategies for the Information table including the importance of a proper greeting and critical information gathering.

Meeting concludes at 8:00PM.