

Minutes of North Hollywood Northeast Neighborhood Council  
Outreach Committee

June 2, 2010  
Valley Plaza Library  
Meeting Start at 6:30PM

In Attendance:

- Sarah R.
- Ben M.
- Zarui N.
- Mike Khalid (presenting)

- 1. Review of Previous Minutes from May 4, 2010:** The minutes were read and approved by consensus.
- 2. Review of Information Table:** The results of the information table on May 22 were discussed. The Council talked to several dozen people and got information on 40 people. Some of those who provided information were outside the Council area, but the sign-up was considered a success. Sarah noted that about 50% of the sign-ups had a Latino surname and she remarked on meeting a member of the local Sikh community. Residents noted many problems including potholes, graffiti, flooding, illegal dumping, prostitution, and loud music. Homelessness was also mentioned for the first time. Sarah also noted that only three people signed the petition to ask for a police substation in the area.

Overall, participants felt that we made better connections with the community than at the October event and that it may be good to increase the frequency of these events to three times a year. For the next event, it would be good to have a multi-lingual handout because even if people are fluent in English, a multi-language handout would show our consideration for the diversity of the community.
- 3. Presentation by Mike Khalid:** Mike Khalid of AMMAIL-Plus provided proposals for increased effectiveness of outreach and competitive pricing on mailing and other outreach expenses. Mike suggested that the outreach be focused on homeowners as those most likely to be involved with the community. He also recommended doing outreach to parts of the Council at a time to focus efforts and avoid being overwhelmed. He strongly encouraged face-to-face contact for the best outreach results.
  - a.** Mike offered to provide 36 T-shirts for a total of \$512 plus tax. The T-shirts would have the Council logo and slogan on the shirt pocket and the name, slogan, and website of the Council on the back.
  - b.** Mike can sell a mailing list for homeowners in the Council for about \$666 with updates available for \$100. The updates could be provided free-of-charge if we also use Mike for printing and mailing flyers. A cost for printing and mailing flyers would be about \$0.32 per address for a bulk mailing.
  - c.** Mike offered business cards for \$38 per 500 cards.
- 4. May Valley Reporter:** Sarah has received issues of the North Valley Reporter for distribution. She made note of the first article which deals with new regulations on homes with septic systems.

Meeting concludes at 8:00PM.