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## WEST HILLS NEIGHBORHOOD COUNCIL

### JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

May 21, 2025  
Telephonic and Online

Attendees: Faye Barta, Glenn Jennings, Co-Chair Penny Newmark, Chris Pike, Co-Chair Brad Vanderhoof

Absent: Saif Mogri

Other Board Members in Attendance: Brenda Citrom, Kim Koerber

Co-Chair Penny Newmark called the meeting to order at 7:39 pm. A quorum was established.

Numbers refer to agenda items:

- 1) Possible Action to Allow Committee Members to Attend this Meeting Virtually under Provisions of AB2449.
- 2) Approval of the February Meeting Minutes: Minutes approved.
- 3) Comments from the Chair: None
- 4) Public Comment: None
- 5) Unanimous approval of Chris Pike to post on WHNC Social Media. Brad will contact Michelle to include this item for Discussion and Approval on the June 12, 2025 Board Meeting Agenda.
- 6) Unanimous approval to include in the 2025-2026 Budget annual cost of \$100 for Canva Pro License. May 15, 2025 was deadline for Neighborhood Councils to approve the Canva License. Prabhjot Chamber, Empower LA, will advocate for an extension. Brad will contact Michelle to include this item for Discussion and Approval on the June 12, 2025 Board Meeting Agenda.
- 7) Unanimous approval to submit a proposed Communications and Outreach Budget of \$5,000 for Fiscal Year 2025-2026.
- 8) Unanimous approval to promote elections on Facebook, Instagram and iContact. Chris will repost election information including May 27 deadline to register for vote-by-mail ballot application and June 3 election day. Included will be a link to the candidate brochure. The post will be shared with Brad for iContact emailing.
- 9) Unanimous approval to create signage increasing WHNC visibility. Signs could be posted in homeowner's yards (and businesses) with their permission to a) show appreciation for our Beautification projects; and b) signage that supports WHNC. Brenda has a neighbor who is a graphic artist and offered to create signage at no cost. WHNC can't promote a business by allowing a name on signs. Chris will prepare concepts, the signs will be plastic, come with posts, size 12"x18, a small print run to start. Need high resolution image of WHNC logo, preferably vector art. Requests for estimates will be sent to vendors. Concepts and costs will need to go to Board for approval.  
Unanimous approval for Brenda and Penny to research costs and timing ASAP for WHNC tabling at July 4<sup>th</sup> Extravaganza 2025 at Warner Park. Brenda spoke with someone earlier at the Valley Cultural Foundation and it is within our budget if the cost is no more than \$200. The Board would need to approve at the June 12 meeting. Late to submit a spending request to Carolyn Greenwood for this budget year. If we are unable to participate, then a possibility for 2026.
- 10) Decision is there is little value to include a QR code on our website.
- 11) Social Media Report: Chris has been doing a great job posting on Instagram and WHNC is getting good reviews.
- 12) Unanimous approval to bring discussions on changing the email provider to the Budget Committee. Contact Carolyn and find out if the contract ends on July 1, 2025. Issues to be considered are the accessibility of Rack Space email on cell

phones, possible loss of existing email records and contacts if transferred to another provider, would have to sign up with Google Workspace and create separate Gmail accounts for everyone, timing and costs unknown at this time.

- 13) Discussion on Outreach Planning to expand visibility includes increased social media coverage on Instagram, iContact emails, signage, ongoing website posts, tabling and participation at community events, handing out/ mailing candidate brochures, Beautification cleanups, Glenn personally distributing multiple flyers to households and businesses throughout the year and all of us speaking with community members at every opportunity.
14. Suggestions for Agenda items for the next meeting – the 2025-2026 Budget, signage, community visibility opportunities.

Co-Chair Penny adjourned the meeting at 9:18pm.

The next meeting of this committee is June 18, at 7:30pm, and will be conducted virtually.