



CITY OF
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CALIFORNIA



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WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEEMEETING MINUTES

July 16, 2025

Telephonic and Online

Approved August 20, 2025

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

Other Board Members in Attendance: Brenda Citrom, Kim Koerber

Co-Chair Brad Vanderhoof called the meeting to order at 7:30 PM. A quorum was established.

Brad and Penny announced Alejandro Phillips is no longer a member of the committee.

Numbers refer to agenda items:

1. Approval of the June Meeting Minutes: Minutes approved.
2. Comments from the Chairs: Penny said she thought the North Valley Chamber of Commerce Blockfest was too long and ineffective as outreach to West Hills stakeholders. Brad and Glenn said they did speak to West Hills stakeholders. When the scheduled for next year's event is released, the WHNC will decide whether to participate.
3. Public Comment: None
4. Communication and Outreach Efforts Requested by Committee Chairs: No requests received.
5. WHNC Yard Signs (general promotion and cleanup recognition): Item tabled to August pending approval of WHNC 2025-2026 budget.
6. Updated WHNC Brochure: Item tabled to August pending approval of WHNC 2025-2026 budget.
7. Social Media Report: Brad reviewed social media metrics. Nextdoor added 148 new members last month for a total of 17,420. Chris said he has 284 instagram followers up from 244 when he assumed admin. responsibilities. Penny said a Valley Vantage article about the July Beautification cleanup is scheduled for publication on Friday.
8. Outreach Planning for 2025: Brenda has a contact for tabling at the Fallbrook Mall. They want to know proposed date and location. This activity is planned for September or October and hopefully we will have the new brochure. Beside Trader Joes is the preferred location. Kim said we should advertise tabling events on social media. Brenda contacted a member of the Chatsworth NC to discuss collaboration. Item tabled to August.
9. Suggestions of Agenda Items for the Next Meeting: Kim suggested attending other NC's Board meetings to make contacts. Brad said VANC and LANCC are good meetings to see NCs working together. Kim will prepare a list of meeting dates and times.

Co-Chair Brad Vanderhoof adjourned the meeting at 8:27 PM.

The next meeting of this committee is August 20, at 7:30 PM, and will be conducted virtually.