



**CITY OF
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CALIFORNIA**



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WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, September 17, 2025

Telephonic and Online

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

Other Board Members in Attendance: Aida Abkarians, Brenda Citrom, Kim Koerber

Co-Chair Brad Vanderhoof called the meeting to order at 7:32 PM. A quorum was established.

Numbers refer to agenda items:

1. Approval of the August 20, 2025 Meeting Minutes: Minutes approved with changes.
2. Comments from the Chairs: None
3. Public Comment: None
4. Discussion and Outreach Efforts Requested by Committee Chairs: Posted September 18, 2025 Zoning & Planning Special Committee Meeting (Zoom). Chris posts WHNC meetings every day on Instagram with links to agendas. Meeting agendas must be posted in locked case at Platt Shopping Center. Because of construction, this has been difficult. If anyone wants an agenda posted, email Brad and he will take care of it.
5. Discussion to Review WHNC logo designs for Decal Stickers: Aida requested decal stickers that could be applied to generic folders saving costs to print customized folders. Decal design with the yellow outside border approved. Chris and Saif will research prices. Specifications: quantities 250, 500 and 1,000; 4/C; peel off stickers; size: 3"x2"; paper stock vinyl. Chris to send Saif the pdf file. Quotes to be discussed at next meeting.
6. Discussion on WHNC Yard Signs: Printed signs not needed for homeowners' yards. Brad has two a-frames that can be used during cleanups. He will measure dimensions for new artwork, "Volunteers at Work," and send these to Chris for concepts. Artwork will be presented at the next meeting and pricing researched.
7. Discussion on Updated WHNC Tri-fold Brochure: Cost to print new brochures will depend on budget. There are changes to the Committee List. Brad to send new title to replace "Public Safety and Public Health" to Chris. Brochures given out at all tabling events, available to the public who attend Board meetings and for businesses. Approximate quantity: 350-400. Specifications: quantities 250, 500, 1,000; 4/C; paper stock 80lb gloss cover & 100lb gloss cover. Chris will send Saif the pdf file. Quotes to be discussed at the next meeting.
8. Discussion on Tabling Event at Fallbrook Mall: Brenda is in contact with the mall. Best location for tent set up is between TJ Max and Sprouts; hours: 10:00am-2:00pm. Promotional items: brochures, bags, pens, bag clips. Brenda said a signed contract required and there is a possibility of insurance coverage. The City has to approve all contracts and which can take up to three months. Board reviews contract and approves event before sent to the City. Tabling will not happen until next year. Brenda will send requested information to the Mall, update them on our discussions and ask if there is a boilerplate contract we could see. To be discussed further at the next meeting.
9. Discussion on Spending Requests: decal stickers, tri-fold brochure.
10. Social Media Report: Brad said we are close to the monthly limit on i-contact mailings, approximately 2/3 of the way to allowable number. We have approximately 2,900 subscribers. Chris posts every day on Instagram and we currently have 321 followers. Brad said there is some action on Facebook. Posts on Next Door reach 17,738 members, 11,623 households. Saif would like information posted on social media and sent by i-contact for an upcoming LADWP Pure Water Program meeting.
11. Discussion on Outreach Planning for 2025-2026: tabling at Fallbrook Mall.
12. Suggestions for Agenda items for Next Meeting: Tri-fold brochure, decal stickers, tabling at Fallbrook Mall, A-Frame signs

Co-Chair Brad Vanderhoof adjourned the meeting at 8:42 PM.

The next meeting of this committee is October 15, 2025 and will be conducted virtually.