



CITY OF  
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## WEST HILLS NEIGHBORHOOD COUNCIL

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

Wednesday, October 15, 2025  
Telephonic and Online

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

Other Board Members in Attendance: Brenda Citrom, Kim Koerber

Co-Chair Brad Vanderhoof called the meeting to order at 7:31 PM. A quorum was established.

Numbers refer to agenda items:

1. Approval of the September 17, 2025 Meeting Minutes: Minutes approved as corrected.
  2. Comments from the Chairs: Brad agreed to Saif's suggestion that he would change Public Safety & Emergency Preparedness and Public Health Committee meetings so that Communication/Outreach committee would be able to start at 7:00pm. This will be discussed at the October 16, 2025 Operations meeting.
  3. Public Comment: None
  4. Discussion and Possible Action on Communication and Outreach Efforts Requested by Committee Chairs: Penny received a suggestion from Heidi Manning that WHNC could increase visibility by including HOAs in our outreach plans. Committee members will research and create a list for our next meeting with HOA contact name, location and meeting date. There will be a follow up reminder sent to the committee.
  5. Discussion and Possible Action to Review WHNC LOGO designs for Decals: Saif received a quote from Crystal Graphics, 500 pieces for \$250. Discussions include the shape, oval versus rectangle, and the size of the stickers. A new dye will need to be created for 2"x 3" stickers. Materials under consideration are: white bop (plastic material), no lamination, gloss finish. Saif will request samples with glue and revised pricing will be presented at our next committee meeting. The stickers will be used on bags.
  6. Discussion and Possible Action on New Artwork for A-frames – tabled to next meeting.
  7. Discussion on Updated WHNC Tri-fold Brochure: Saif received a quote from Crystal Graphics for 500 brochures at \$160. The committee approved the brochure and price.
  8. Discussion on Tabling Event at Fallbrook Mall: Brenda spoke with her contact on October 2, 2025 and was told that approval for the tabling needed approval from the marketing group. There were no responses from the mall after Brenda sent two follow up emails. The committee decided timing for the tabling would be best in the spring. Brenda will continue to follow up.
  9. Discussion on Spending Requests: A request will be made for approval of the 4/c tri-fold WHNC brochure at the November 6, 2025 Board meeting. A completed Spending Request form will be included with the request. (see Item #7)
  10. Social Media Report: Penny reported that Brad and Chris have posted on social media and sent i-contact mailings continuously throughout the month that include visibility on our Halloween Houses Display Contest. A list of Halloween contest sponsors is on the website and on Instagram. When contest winners are announced, they will also be on the website and social media.
  11. Discussion on Outreach Planning for 2025-2026: tabling at Fallbrook Mall
  12. Suggestions for Agenda items for Next Meeting: list of HOAs, decal stickers, A-Frame signs, tabling at Fallbrook Mall
- Co-Chair Penny Newmark adjourned the meeting at 8:42 PM.

The next meeting of this committee is November 19, 2025 and will be conducted virtually.