

It's our Neighborhood, Let's Build A Community



West Hills Neighborhood Council

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Communications Committee/Joint Board Meeting Minutes

October 13, 2016 – 7:30p.m.

**West Hills Hospital, 1st Floor Conference Room
7300 Medical Center Drive, West Hills, CA 91307**

1. Meeting was called to order by Michael, Simone Best, and Reeyan at 7:32 p.m.
2. The following members were present: Co-chair Simone Best, Tony Brosamle, Bob Brostoff, Margery Brown, Steve Randall, Co-chair Reeyan Raynes, Co-chair Michael Teitelbaum and Alec Uzemek. Stakeholders present were Linda Milazzo and Brad Vanderhoof.
3. The 9/8/16 minutes were approved unanimously.
4. There were no comments from the Co-chairs.
5. Public Comment: A community stakeholder expressed concerns regarding the growing politicization of West Hills California Facebook Page. Would like to have greater transparency and friendlier environment on the page.

Tony added a public comment that the committee might need to investigate need for social media guidelines after recent incident involving a WHNC board member on social media.

6. Discussion regarding social media policy was moved forward on the agenda. Changes and amendments to the social media policy were discussed. Michael added that he would report on copyright of the WHNC logo on next month's agenda. After a discussion on 45 minutes on the social media, Tony made a motion to approve the social media policy as amended to send to the full board for approval and implementation, Steve seconded the motion. The motion passed with a unanimous vote.
7. Draft Operating Rules were discussed and amended by the committee. Simone requested that the she would like the creation of an Outreach Committee be added to next month's agenda. Michael made a motion to approve to the operating rules, Simone seconded the motion. The motion passed with nine votes in favor and one abstention.
8. Work Group Reports were made.
 - a. Outreach Workgroup Report
 - i. Simone added that the members of the Outreach working group would consist of Marge, Steve, and herself.

- ii. Discussion occurred in regards to the creation of a separate Outreach & Events Committee and will continue next month.
 - b. Website Workgroup Report
 - i. Michael submitted draft of October's newsletter to Dan, Dan is currently working on editing text and Michael is also working on collecting graphics. Michael added that last month, the newsletter had a 17.8% open rate with a .8% bounce back. The newsletter went out to over 4,000 people with 190 clicks.
 - ii. The Website Workgroup will meeting on 11/16/16 at Bob's house at 7:00 p.m..
 - c. Social Media Workgroup:
 - i. Reeyan and Tony reported on very favorable social media metrics.
- 9. The meeting was adjourned at 9:15 p.m..