

IT'S OUR NEIGHBORHOOD. LET'S BUILD A COMMUNITY.



West Hills Neighborhood Council

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JOINT COMMUNICATION COMMITTEE/BOARD MEETING MINUTES **Thursday December 8 , 2016** **West Hills Hospital, West Hills**

1. The meeting was called to order at 7:34 p.m.
2. Voting members present were Simone Best, Tom Booth, Dan Brin, Tony Brosamle, Steve Randall, Reeyan Raynes, Michael Teitelbaum and Brad Vanderhoof. Marge Brown was absent. Board member Char Rothstein was present. Quorum was established.
3. Minutes were reviewed and approved unanimously with one minor correction. Item 11 on the agenda was changed to read "tabled to the January meeting", not December as stated in the minutes.
4. There were no comments from the co-chairs.
5. No members of the public were present, therefore; there were no public comments.
6. The committee reviewed the Outreach Inventory list. Simone will review the list with the Controller (Bob) and Reeyan to see if they have additions. It was stated that the pop-up canopy is on the Budget Committee agenda for additional discussion. The Outreach inventory list is being prepared to make sure we have supplies for tabling outreach in 2017.
 - a. At the January meeting Steve will demonstrate how to set-up the pull-up signage in order to not damage the equipment.
7. Michael reported on Wi-Fi Hot Spots that could be used by WHNC to provide a reliable internet connection allowing audio/visual streaming of its meetings.
 - a. A motion was made by Tony and seconded by Michael to direct the Communication Committee Chairpersons to research and make a purchase request of the Budget Committee, for a reliable Hot Spot device to cost an amount of not more than \$100. After discussion the motion passed unanimously.
8. A motion was made by Brad and seconded by Steve to send the obsolete WHNC audio equipment to the city for proper salvaging and/or recycling. After discussion the motion passed unanimously.
 - a. Reeyan will work with the Controller (Bob) on sending back the obsolete audio equipment to the city. Reeyan will also work with the Controller (Bob) to get a list from GSA or DONE of newer equipment that may be available for use by WHNC and report back in January.
9. Tony began the Social Media report and stated that Twitter now has 232 consistent followers. Michael reported a great Facebook response and felt it was due to the survey and Motors 4 Toys collection event

posting. The Social Media Work Group will meet on 1/18/16, 7 p.m. at Bob's house.

10. Reeyan gave the Website Work Group report. Hits on the website were higher this month due to the survey and Motors 4 Toys collection event at Shadow Ranch Park. The next Website Work Group will meet in conjunction with the Social Media Work Group on 1/18/16, 7 p.m. at Bob's house. The seminar to training the Chair's on how to post on the website is on 1/28/16 at Platt Branch Library at 3 p.m. Bring your own laptop or tablet.

11. Simone reported that the Outreach Work Group met at Steve's home on 12/5/16. Members present were Tony, Steve, Olivia, Joanne and herself. Work group members defined what the term Outreach means to them as it relates to the Communications Committee. Simone read those definitions to the committee who expressed no objection to what they heard and those definitions are included below in abbreviated form:

Reaching out to the community, using collaterals and old school methods. Keeping WHNC in front of our stakeholders. Creating awareness, through a broad outreach to the community. "Glad-handing". Bags and booths. We've done a good job at branding, now we need to build partnerships with people in order to solve problems. Everything we do is outreach. We should be city lobbyist for our stakeholders and not just city go-a-longs. We need to do things for our stakeholders.

Outreach wants to develop strong ties with committees in order to promote their activities, raise visibility of WHNC and develop stronger ties with stakeholders.

For demonstration purposes Simone asked Char Rothstein, Elections Committee Chair, to discuss what her committee needs for the 2018 Elections. Char asked what Communications could do for Elections. Communications/Outreach can assist Elections with e-newsletter stories, FB posting, social media outreach, tabling and design of banners and other promotional materials. It was noted that communications could start planning as soon as they have an elections budget and timeline. Char was asked to send both to Communications as soon as possible so we can start planning support.

Tony felt that Beautification would be a great committee to demonstrate how the use of "tabling" can build support and visibility with stakeholders. Some committee members volunteered to help and will start in January 2017.

The next Outreach Work Group meeting will be at Steve's house on 1/15/17 at 3 p.m.

12. There was a request for agenda items and Steve requested that changing the name of the Communications Committee to the Communications and Outreach committee be discussed.

13. The next meeting of the Communications Committee meeting is on Thursday January 12, 2016 at 7:30 PM at West Hills Hospital, first floor Conference Room.

The meeting was adjourned at 8:54 p.m.

