



WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, August 21, 2019, Chaminade HS Condon Center, West Hills California
Approved September 18, 2019

Attendees: Brad Vanderhoof, Dan Brin, Anthony Brosamle, Bob Brostoff, Steve Randall, Anthony Scarce, Myrl Schreibman, and Alec Uzemeck.

Chair Brad Vanderhoof called the meeting to order at 7:30 PM. A quorum was established.
The July meeting minutes were approved.

Numbers refer to agenda items.

3. Chair Comment: None
4. Public Comment: None
5. Committee Web Pages: No updates.
6. Ad Hoc Special Events Committee: The Ad Hoc Special Events Committee meets the fourth Monday of the month.
7. Approval of Budget Expenditure Request of \$25.00 for candy to fill WHNC Ceramic Logo Mugs: Brad explained the idea is to dress up the mugs for use in presentations. There may not currently be sufficient funding in the Communications and Outreach Committee 2019/2020 budget. The Committee hopes to have rollover funds added to the budget.
Steve moved to approve. Dan seconded.
The motion passed unanimously.
A pending request will be sent to the Budget Committee.
8. Distribution of WHNC Ceramic Logo Mugs: Anthony B. suggested we could divide the mugs equally among the committees, and distribution should be tracked like the procedure used for neighborhood watch signs. There was general agreement the mugs should be given out freely like the WHNC bags have been. Brad and Steve said the cost of a mug is about the same as a bag. Myrl said a mug is more desirable than bag and should be given where they will provide maximum exposure for the WHNC. Anthony B. recommended WHNC Board members should not have mugs for personal use. Dan said we are community volunteers too and work hard. Myrl suggested mugs be part of a new business welcome bag. Brad suggested giving one to each Board member, although given the current climate, this may not be advisable in the near future. Steve suggested having a minimum time of service to receive a mug. Anthony B. stressed all Board members should be treated equally. Alec suggested giving mugs out at special events. Consensus was this would be excessive but giving them to speakers and other VIPs would be a good idea. Steve suggested Board members could pay for mugs with the proceeds being used on a reorder.
9. Social Media Report:
 - Twitter Currently 645 members
Anthony B. said he is having trouble posting consistently due to other demands on his time and although he likes posting he would be willing to let someone take over. He explained the difficulty with multiple users causing Twitter to throw up a fraud alert.
 - Facebook: Traffic on the page is down but page likes are up. Brad believes this is driven by the Malibu Wines activity last month. Anthony S. asked how the current levels compare to pre-June. Brad stated the figures always go up and down and are within the normal range, but probably a little below average. The page is still attracting new followers.
 - Top posts for July1 – July 21:
 - Small asphalt repair
 - Orcutt Park vintage photos
 - WHNC Beautification Committee cleanup flyer

Nextdoor – West Hills NC

Over 200 new members in the past month

Reach – 29% of West Hills households

10. Current Social Media Controversy: Anthony B. urged everyone to be careful when engaging the public on social media and to avoid warring with people. Brad asked everyone consider the effect their remarks will have on the public perception of the WHNC when they engage with anyone who may recognize them as a Board member. Myrl quoted William Shakespeare, “past is prologue,” and said the WHNC needs to move forward. Dan said most people do not pay attention to the fighting on social media and the haters are a very small minority of the population. Anthony B. would like an item for discussion and possible action in support of the Crimebuster’s website on the September committee agenda. Anthony S. said the WHNC agendas should be posted in more locations and suggested elementary schools.

Chair Brad adjourned the meeting at 8:25 PM.

The next meeting of this committee will be Wednesday, September 18, 2019 at 7:30 PM, Chaminade High School Condon Center, second floor conference room.