



WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, May 15, 2019, Chaminade HS Condon Center, West Hills California
Approved July 17, 2019

Attendees: Brad Vanderhoof, Anthony Brosamle, Bob Brostoff, Steve Randall, Myrl Schreiber, and Alec Uzemek. Chair Brad called the meeting to order at 8:04 PM. A quorum was established. The April meeting minutes were approved.

Numbers refer to agenda items.

3. Chair Comment: Brad commented this is the last meeting of the Communications and Outreach Committee before the WHNC election and, if the results are certified, the seating of a new Board of Directors. He stated the Committee will focus on election promotion and not start any new initiatives until June.
4. Public Comment: None
5. Bus Bench Ads: Myrl suggested the current WHNC bus bench ad needs to more clearly state the role of the WHNC. Bob verified the WHNC currently has one bench ad, Dan can do the graphic design, and the cost to change artwork would be \$50.
Steve moved to ask the Board to approve modifying the current bench ad by adding the slogan, "Bringing city government to your doorstep"
Alec seconded.
The motion was unanimously approved and will be sent to the Budget Committee and the Board.
6. Neighborhood Council Election: The tabling effort has not been as vigorous as had been hoped. Bob will send another round of iContact emails for both the WHNC election and the CD12 forum. Alec, is promoting candidates other than himself on social media.
7. Safety Forum Tentatively Scheduled for June 22: No action. The Ad Hoc planning committee for the event is meeting on Tuesday, May 21.
8. Ad Hoc Special Events Committee: Myrl said the Committee does not have any concrete plans yet but is working having three events in 2019-2020. These events will cross demographics to involve the entire community with the goal of building community spirit. The first event planned is a swap meet with Field's Market parking lot as the probable location. The second event, with Zachary Volet leading the planning, is a street faire featuring exotic food trucks. Reeyan Raynes is advising on how to arrange for street closures. Alec suggested all events should promote the Council by explaining the function of each WHNC committee. Steve mentioned Barry Seybert is shooting footage for a video to promote the WHNC. Myrl said the Special Events Committee is also assisting the Youth and Education Committee with an anti-bullying program. The presentation will include theatrical elements in the opening and closing.
9. 2018-2019 Budget: No action.
10. Communications Budget Additional Swag Items: Steve reported there are problems with the vendor for the previously approved items. Steve and Brad will go to Kristal Graphics and get the items on order.
11. Social Media Report:
Facebook – WHNC account – reported by Brad
Page views are up 105% for the week of May 8-14
Page followers – 1664 (up 133%)
The weeks top posts were pictures from the LAFD Open House and pictures from the Beautification Event.
NextDoor – WHNC account – reported by Brad
Members – 6990 (202 new)
Coverage – 27% of households in West Hills
12. Social Media Relationship Between WHNC Accounts and Social Media Accounts: Tabled to June.

Chair Brad adjourned the meeting at 8:50 PM.

The next meeting of this committee will be held: Wednesday, June 25, 2019 at 7:30 PM, Chaminade High School Condon Center, second floor conference room.

