



WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, July 17, 2019, Chaminade HS Condon Center, West Hills California
Approved August 22, 2019

Attendees: Brad Vanderhoof, Faye Barta, Dan Brin, Anthony Brosamle, Saif Mogri (left 8:37), Steve Randall, and Alec Uzameck.

Chair Brad called the meeting to order at 7:31 PM. A quorum was established.
The May meeting minutes were approved.

Numbers refer to agenda items.

3. Chair Comment: Brad showed a sample of the new ceramic logo mug. Brad also reminded everyone that all Council property belongs to the WHNC, not an individual committee, and is available for any committee to use.
 4. Public Comment: None
 5. Committee Web Pages:
 - Steve moved to approve the creation of a committee page for the Ad Hoc Special Events Committee. Dan seconded.
 - The motion was unanimously approved.
 - Brad will begin constructing the page.
 6. Ad Hoc Special Events Committee: Promotion of the CD12 forum on July 29 is under way.
 7. Payment for Promotional Items: This item was withdrawn as it has already been sent to the Board.
 8. Social Media Report: Brad announced he has opened personal Instagram and twitter accounts to explore possible use of these outlets for WHNC outreach. Brad provided a definition for the Facebook metric 'Post-engagements,' as when a user takes a specific action, ex. 'Like, Comment, or Share,' on a post on the group's page. This is considered the key Facebook marketing metric to judge when content is being digested.
- Facebook
- Top posts for June19 – July 16:
- Malibu Wines Letter to Zoning Administrator Link – 8.8K reach, 8.2K engagement
 - Register to vote at 17 ½ -- 2.8K reach, 263 engagement
 - Vintage Photo of CP Watering Trough – 1.4K reach, 165 engagement
 - CP Museum Moon Landing Exhibit – 1.1K reach, 75 engagement
 - July Beautification Cleanup – 819 reach, 15 engagement
 - Malibu Wines Letter as JPEG – 563 reach, 233 engagement
- Nextdoor – West Hills NC
- 7426 members
 - 177 new members
 - Reach – 28% of West Hills households
- The Malibu wines letter announcement dominated comments and feedback.
9. Social Media – Government and Private Accounts: Brad explained the confusion many stakeholders have distinguishing between the official government Facebook page and a personal page managed in part by Mr. Brin. Brad thanked Dan for working hard to publish disclaimers to inform the public.
- Saif left.
- Anthony said he thinks all WHNC related material should be published on the WHNC page before it appears on other pages to ensure all members of the public have equal access and used committee meeting minutes as an example. Brad said minutes and the community calendar are first published to the WHNC website (available to the public with no restrictions or membership/sign-up/social media account requirements). Brad asked for and received consensus that editorials, opinion pieces, and news media stories in general are inappropriate for publication on government sites.

Chair Brad adjourned the meeting at 8:47 PM.

The next meeting of this committee will be on Wednesday, August 21, 2019 at 7:30 PM, Chaminade High School Condon Center, second floor conference room.