



CITY OF
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CALIFORNIA



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WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD and COMMUNICATIONS AND OUTREACH COMMITTEE ONLINE AND TELEPHONIC MEETING AGENDA Wednesday June 16, 2021 at 7:30 PM

This meeting of the West Hills Neighborhood Council Communications and Outreach Committee will be conducted online via Zoom Webinar and telephonically. All are invited to attend and participate.

To attend online via Zoom Webinar, click or paste the following link into your browser:

<https://us02web.zoom.us/j/95803850368>

To call in by phone, dial (669) 900-6833, then punch in this Webinar code when prompted: **958 0385 0368#**.

This meeting is open to the public. Comments on matters not on the agenda will be heard during the Public Comment period. Those who wish to speak on an agenda item will be heard when the item is considered.

Call to Order

- 1) Approval of the April Meeting Minutes
- 2) Comments from the Chair
- 3) Public Comment
- 4) Nomination and Approval of New Committee Members
- 5) Discussion and Possible Action on Committee Web Pages
- 6) Discussion and Possible Action on Report from the Special Events Committee and any Support Needed from Communications
- 7) Discussion and Possible Action on Web Surveys to Determine Public Opinion
- 8) Discussion and Possible Action on Launching the West Hills Photo Contest
- 9) Discussion on Topics for Restarting the Throw-back Thursday Vintage Photo Posts
- 10) Discussion and Possible Action on Distribution of Ceramic Logo Mugs and other Promotional Items
- 11) Update on Website Enhancements
- 12) Social Media Report
- 13) Adjournment - The next meeting of this committee is July 21, 2021 at 7:30 PM

Public input at Neighborhood Council meetings:When prompted by the presiding officer, members of the public may address the committee on any agenda item before the committee takes an action on the item by punching in *9 (if calling in by phone) or by clicking on the “raise hand” button (if participating online through Zoom) and waiting to be recognized. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on matters not appearing on the agenda that are within the committee’s jurisdiction will be heard during the General Public Comment period. Please note that under the Ralph M. Brown Act, the committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of said committee.

Notice to Paid Representatives - If you are compensated to monitor, attend, or speak at this meeting, city law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics@lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

Public Posting of Agendas: WHNC agendas are posted for public review at Shadow Ranch Park, 22633 Vanowen St., West Hills, CA 91307 or at our website, www.westhillsnc.org. You can also receive our agendas via email by subscribing to the City of Los Angeles Early Notification System at www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.

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Public Access of Records: In compliance with Government Code Section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at the meeting where such writing was considered or by contacting the WHNC's executive director via email at Michelle.Ritchie@westhillsnc.org. Requests can be made for a copy of a record related to an item on the agenda.

Reconsideration and Grievance Process: For information on the WHNC's process for board action reconsideration, stakeholder grievance policy or any other procedural matters related to this Council, please consult the WHNC Bylaws. The Bylaws are available at our website, www.WestHillsNC.org.



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JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, April 21, 2021,
Webinar and Telephonic Meeting
Revised April 22, 2021

Attendees: Brad Vanderhoof, Dan Brin, Marie Javdani, Steve Randall, Myrl Schreiberman, and Alec Uzemeck.

Chair Brad Vanderhoof called the meeting to order at 7:34 PM. A quorum was established. The February meeting minutes were approved.

Numbers refer to agenda items:

2. Comments from the Chair: None
3. Public Comment: None
4. Committee Web Pages: Myrl asked if it would be possible for each special event to have its own page linked to the Special Events Committee page. Brad replied; yes, that is entirely possible and quite easy once the event page is established. Brad said temporary pages can be created using WordPress or similar software and stored on any available server. Marie offered to do the web design. Steve said he thinks most of the goal Myrl has can be accomplished on the existing committee page
5. Special Events Committee: Promotional material for the Bingo Bash event will be ready in May. The event date is June 6. No support from the Communications and Outreach Committee is needed at this time.
6. Web Surveys to Determine Public Opinion: Brad said the Streets and transportation Committee is developing a survey and suggested that be used as a first trial and test case. Marie has created two sample surveys; a stakeholder satisfaction survey, and a Highlander Road site utilization survey. Marie has benchmarked other NCs to see how they survey stakeholders. Marie presented a draft of her stakeholder satisfaction survey. Myrl said any survey should be approved by the City Attorney and found some of the demographic questions overly intrusive. Marie said the NC Data Liaisons have a survey class in the next week. She will attend and rework the draft survey based on information presented by DONE in the class. The Committee will review in May.
7. West Hills Photo Contest: Brad said Anthony Scarce has a proposal ready and will present it in May.
8. Throw-back Thursday Vintage Photo Posts: Dan suggested the Circle S Ranch as a subject.
9. Ceramic Logo Mugs and other Promotional Items: Myrl asked if WHNC bags are available for food distribution. Brad and Dan said they believe there is currently no supply. Myrl said special events will need a large quantity of the mugs over the next year. Marie suggested giving mugs to the first survey responders as an incentive. Dan suggested giving mugs to speakers at in person meetings. Brad reminded the committee the Board has already approved distribution of mugs at Board meetings, but DONE has advised any promotional items must be made available to all and not just speakers. Brad explained this item is not a desperate attempt to move the mugs but is intended to facilitate brainstorming on using the promotional items as an effective outreach tool.

10. Update on Website Enhancements: Alec asked if stakeholders could post discussion on website. Brad and Dan described the stakeholder feedback options on the website. There are two links; general contact form, and suggestions for agenda items.

11. Social Media Report: Brad said things have been slow but he is increasing the number of posts to build traffic.

Chair Brad adjourned the meeting at 8:30 PM.

The next meeting of this committee is May 19, 2021 at 7:30 PM