



WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, June 16, 2021,
Webinar and Telephonic Meeting

Approved October 20, 2021

Attendees: Brad Vanderhoof, Aida Abkarians, Faye Barta, Dan Brin, Steve Randall, Myrl Schreibman, Joan Trent, and Alec Uzemeck.

Chair Brad Vanderhoof called the meeting to order at 7:38 PM. A quorum was established. The April meeting minutes were approved.

Numbers refer to agenda items

2. Comments from the Chair: Brad discussed the possible return to in-person meetings including information Raquel Beltran, General Manager, Department of Neighborhood Empowerment (DONE), communicated at meetings of the Los Angeles Neighborhood Council Coalition (LANCC), and the Valley Alliance of Neighborhood Councils (VANC). The California state government has extended the suspension of California's Open Meeting Law (Ralph M. Brown Act) allowing electronic and telephonic meetings. DONE and the Board of Neighborhood Commissioners (BONC) will probably not allow in-person meetings to resume immediately when health guidelines are lifted. The California state legislature is considering Assembly Bill 339 (AB 339) which would make permanent changes to the Ralph M. Brown Act. One possibility is a requirement for all meetings to have a mandatory electronic or telephonic component. This is being challenged as an unfunded mandate. DONE is waiting to see final California legislation before developing policies for implementing a return to in-person meetings. AB 339 applies to legislative bodies with 250,000 or more residents and it is currently unclear how that relates to neighborhood councils as entities that are part of the City of Los Angeles. Brad said BONC is scheduled to consider an extension of the use of the Zoom meeting platform at their general meeting on June 21.

3. Public Comment: None

4. Nomination and Approval of New Committee Members: None

5. Discussion and Possible Action on Committee Web Pages: The Environment Committee co-chairs will review their committee page and send copies of recent presentations for posting.

6. Special Events Committee and any Support Needed from Communications: Steve said an Event Approval Form has been submitted for the covid vaccine event. Myrl described the vaccine event. The Special Events Committee is working with Dr. Kakal and the Rite Aid Platt Village store. There are plans to offer a swag bag including a WHNC mug, \$25 gift card from a major sponsor and other items. There may be a raffle with a prize of two tickets to Knott's Berry Farm and theme park. July 24 is the event date. Dan suggested involving the United Food and Commercial Workers (UFCW local 770). Anthony suggested advertising the event for those who have their first shot but need a second one. Joan suggested providing information for those receiving their first shot at the event on how to get the second shot.

8. West Hills Photo Contest: Brad explained that even though funding for a photo contest was approved by the WHNC Board, the contest did not occur in 2020-2021 and a new approval for fiscal year 2021-2022 would now be required. Anthony presented a proposal to use software from Woobox for the contest. The subscription cost would be \$99/month for a five (5) team membership. Multiple contests or campaigns could be held concurrently. The

total number of contests is unlimited and could be tailored to specific committees or areas of interest. Photos would be subject to approval before posting. Judging could be either by selected judges or popular opinion via public feedback. Individual contests could be linked to WHNC events. A Facebook integration is an option. The maximum image size is 50 MB but videos, if part of a contest, are uploaded to a URL so they can be larger. After many questions on details about the contest, Brad said we do not have to approve use of the Woobox software or specific contest parameters today, but the committee does need to ask for funding for fiscal year 2021-2022 if we plan to proceed with a photo contest.

Anthony moved to have the Communications and Outreach Committee submit a Budget Request for \$1200 for photo contests. Dan seconded.

Yes – 3, No – 3, Abstain – 3, Absent – 2

The motion fails.

9. Throw-back Thursday Vintage Photo Posts: Brad described the posting of old, public domain, photos on WHNC social media and said they are some of the more popular posts. Dan will forward photos of Circle S Ranch. Mryl will contact the Film Archives of the Motion Picture Academy and the UCLA archives to see what may be available there.

10. Ceramic Logo Mugs and other Promotional Items: Mugs will be distributed at the vaccine event. Aida asked if we can order bags as they seem popular. Faye suggested more bag clips.

Dan moved to have the Communications and Outreach Committee submit a Budget request for \$3500 For promotional WHNC logo items. Faye seconded.

Yes – 7, No – 0, Abstain – 0, Absent – 2

The motion carries. Brad will prepare a Budget Request Form and submit to the WHNC Budget Committee.

11. Website Enhancements: Brad said DONE has hired a consultant to review the websites of all 99 neighborhood councils. DONE plans to create a simple generic template for neighborhood councils who are having trouble maintaining a website. Brad said he hopes the template is not made a mandatory standard for all neighborhood councils. Brad said Eli Lipman, BONC President, commented in a meeting he does not believe the current proposed draft media policy has sufficient support to be approved in its current form.

12. Social Media Report: Brad reported on WHNC Facebook and WHNC Nextdoor.

Facebook (May 19 – June 21); reached 8287 residents (up 171%), engagements 3204 (up 898%), likes 19 (up 171%) most popular posts – Fallbrook Park Opens 8.1K views, LA County reopening w/flyer 115 views, coffee with first responders w/flyer 107 views. WHNC meeting agendas range from 71 (Operations) to 102 (Streets and Transportation). Older posts of note; Los Angeles Public Library reopening 2.1K views, vintage photo of Woodland Hills Branch Library 1.1K views, Neighborhood council election posts averaged approximately 600 views.

Nextdoor: WHNC reaches 5688 members (22% of households) Brad said this is down significantly and he does not know why. This is not people signing off a WHNC portion of Nextdoor as WHNC posts to all as a government agency and is not a Nextdoor group with subscribers/followers. Either people have removed themselves from Nextdoor entirely or Nextdoor has changed the way they compute the statistic.

Anthony reported on Twitter. He is mainly retweeting LA City posts and is working to increase the number of tweets. He said the WHNC is being tagged on posts that are inappropriate to resend.

7. Web Surveys to Determine Public Opinion: Item tabled to July.

Chair Brad adjourned the meeting at 9:00 PM.

The next meeting of this committee is July 21, 2021 at 7:30 PM