



Action Items

Gathered from the Communications Committee meeting of Tuesday April 16 2013 at 7:30 pm at West Hills Hospital

Present were Sol Bash, Dan Brin, Bob Brostoff, Margery Brown, Elliot S Maggin and Ron Sobel. The meeting convened at 7:30.

Committee chair Elliot Maggin said that he could not attend the next day's meeting of southwest Valley outreach chairs with Tom Soong of DONE, and he asked for a volunteer to take his place. This meeting is to take place during the April 17 Operations Committee. Bob Brostoff suggested Steve Randall and offered to ask him.

Elliot reported that the comprehensive database of contacts had grown to roughly 1200 largely as a result of the previous month's Safety & Health Fair and of software developed for that purpose. With culling of duplicate email addresses and elimination of those with incomplete information, the circulation of communications with stakeholders stands at slightly more than 1000. Online data collection at stakeholder initiative continues. Elliot will ask Wally Perfect for the names of attendees at the last Zoning & Planning meeting. The next event at which we will take the initiative to gather more contacts is the Citrus Sunday collection on May 5.

On the effort to find student journalists to rejuvenate and compile the monthly WHNC Newsletter, Bob has contacted the appropriate departments and programs at Cal State Northridge through a Learning Skills Center program CSUN has organized. Elliot has made similar contacts with Chaminade Preparatory and New Community Jewish High School. Both will follow-up with those three potential resources.

Dan Brin reported that a new Neighborhood Watch group had organized in the Pomelo area. Bob will attempt to get a preliminary membership list.

Ron Sobel, following up on the organizing of a double-decker bus Memorial Day Parade float for the May 27 celebration in Canoga Park, needs a time of day for the event and will collect that information through the Canoga Park Neighborhood Council.

Dan suggested we participate in the adoption of a fiberglass horse through an Arts Council program getting underway. He would like to place a horse, to be decorated locally on an ongoing basis, at Fallbrook Mall. Adopting the ersatz animal in question would cost \$5000 and Dan will continue to pursue options on this attempt. All present thought this was a fine idea.

There was an inquiry from Ed Young, transmitted through Dan, about the location of the application for funding that may be submitted to the Budget Committee. Apparently the form has been in a relatively obscure location on the WHNC website. Elliot agreed to locate and update the application, and to place a link to the new form on the home page in a more accessible spot. The question of whether the application should continue to be simply a downloadable paper form to fill out by hand or an interactive series of screens to generate a filled-out application to go automatically to budget chairs was left open.

Dan suggested another neat new innovation: a West Hills Smart Phone/Internet application to include such things as (1) an events calendar, (2) access to and any special information regarding Council and committee events, (3) access to funding either by the WHNC budget, DONE or other sources, (4) maps, (5) a periodic or ongoing scavenger hunt and (6) whatever else we thought of including ideas shamelessly lifted from any other institutions' comparable apps. Elliot suggested this might be labor-intensive but fun and volunteered to explore the idea's practicality and, if possible, put its development in process.

The meeting adjourned at 8:30, and a good time was had by all.

A handwritten signature in black ink that reads "ELLIOT S! MAGGIN". The signature is written in a cursive, somewhat stylized font.

Elliot S! Maggin
April 20 2013