



CITY OF
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CALIFORNIA



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WEST HILLS NEIGHBORHOOD COUNCIL

Joint Board and Communications and Outreach Committee Minutes of the 7/13/17 meeting approved on 8/10/17 with minor changes

Call to order by Simone Best at 7:33pm

1. Sign-in to establish quorum
Voting members present: Simone Best, Thomas Booth, Dan Brin, Bob Brostoff, Reeyan Raynes, Steve Randall, Michael Teitelbaum, Alec Uzemeck, and Brad Vanderhoof. ,
Voting members absent: Anthony Brosamle, Ron Sobel. Board members present Myrl Schreibman. Stakeholders present Penny Newmark and Jan Mac.
2. Review and approve 5/11/17 and 6/08/17 minutes
 - Both sets of minutes approved as presented.
3. Public Comment
 - None
4. Comments from Co-chairs
 - Reeyan Raynes resignation as Co-chair, submitted via email, was accepted as of 06/15/17. Reeyan remains a member of the committee until 9/1/17 or his resignation from the Board is official.
5. Report on Email Change from Hostek to Rack Space – Teitelbaum
 - Michael Teitelbaum informed the committee that the delay in implementing Rack Space was due to the early year-end close of our finances as required by DONE and the City Clerk. This issue has been resolved. Michael and Michelle Ritchie are working on the transition, which Michael expects to have completed within the next week, or so.
6. Report and viewing of live streaming WHNC – Coyotes, Critters, and Cohabitation
 - The attempt to test live-streaming the event failed miserably.
 - Reeyan Raynes suggested trying live-streaming again with the upcoming *Community Plan for West Hills* forum being presented by the Department of Planning on July 18, 2017. The committee agreed to this plan. Reeyan will implement.
7. Website Work Group Report

- Next meeting to take place at 6:30pm on Wednesday, July 26, 2017 at Bob's house.
- Reeyan Raynes announced that he will be resigning from all committees as of August 3, 2017
- After review of Reeyan's "job description" the committee by consensus agreed that the Social Media Work Group will be merged into the Website Work Group. The combined work groups will be known as the Website Work Group.
- Website Work Group will review Reeyan's activities, prioritize them and present recommendations to the committee regarding to whom tasks can be delegated at the next Communication/Outreach Meeting in August, 2017.
- Discussion and possible action on requesting an additional \$300.00 for improvements to the WHNC website's Resource section. Total cost of improvements estimated to be \$500. Two Hundred dollars (\$200) of the \$500 was allocated in the FY17-18 WHNC budget. The Controller (Bob) stated he will review the current budget to see if this request can be granted. A motion to request an additional \$300 for website improvement of the WHNC Website Resources page was unanimously approved.
 - The Controller will be asked to review the budget to see if additional funds are available. If funds are available, he is requested to notify the Communications/Outreach chairs so a budget request can be prepared, sent to the budget committee and then to the Board for approval.

8. Outreach Work group Report

- Next meeting of the Outreach Work Group will be 08/07/17, 7pm at Simone's house.
- Brad Vanderhoof, Tom Booth volunteered to be on the work group, with Dan Brin and Michael Teitelbaum as advisors. Past work group members will be invited to join. Brown Act rules will be followed if the number of work group members requires it.
- All promotional items ordered have been received with the exception of the pop-up rolling bag replacement. Simone displayed the new bags, pens, clips, brochures, etc., following the "booth in a box" method.
- Update on the A-Frame. Simone tried to explain how it will work. Steve agreed to pick the A-frame up from Kristal Graphics and bring to the next meeting.
 - Dan, Steve, Reeyan, and Michael volunteered to develop ideas on what signage should be in the A-frame and report back to the Committee at the August meeting.
- Report on Fall Fest 2017 call for volunteers
 - Simone, Fall Fest chair, reported she contacted Rocky Peak and learned they will not be able to send volunteers owing to a conflict with their annual community clean-up in conjunction with the WHNC Beautification Committee and other NC's.
 - Simone asked Steve to be volunteer coordinator for Fall Fest, Steve declined. No volunteers came forward. Simone will continue in this the capacity of volunteer coordinator for now.
 - Simone was asked to explain how she was named chair of Fall Fest. Simone stated she met with Ed Young, past Fall Fest chair, a few months

after the last Fall Fest to ascertain his future plans regarding the event. Due to health reasons Ed stated he cannot continue with Fall Fest and said he'd turn Fall Fest over to Simone. WHNC precedent has been that individual Board members took responsibility for events such as Fall Fest, Memorial Day Parade, etc. Simone is working with the Outreach Work Group to pick-up the ball on events in order to coordinate tasks and work more closely with committees.

9. Social Media Work Group Report

- This work group is now merged with Web Site Work Group. See above #7.

10. Continued discussion on creating new standing Events Committee

- Simone gave some history on why and how the Communication Committee name was recently changed to the Communication and Outreach Committee.
 - Discussion on the topic of a name change began at the February 2017 meeting. She stated that with Steve Randall's help and over several meetings they were able to convince committee members that the definition of communication should be seen as a two part approach 1) let those who love the technical and writing aspects follow their passion through the Website Work Group side of the committee, and 2) let members who see tabling, forums and events as their strengths follow their passion through the Outreach side of the Committee. The two work groups would function as one committee in order to make sure that PR meshed with activities.
 - After intense discussion at the February 2017 meeting the committee members accepted the idea of adding Outreach to the committee's name would be acceptable especially since Outreach would be picking up some of the events and tabling activities of the Communications Committee.
- It was also reviewed that WHNC and its committee's cannot conduct fundraising per City rules. Fiscal Sponsorship was discussed briefly. There still seemed to be confusion on the topic of fundraising. So for the time being it is tabled to the next meeting. At the August meeting Myrl will present his ideas on how to raise funds for WHNC projects.

Adjourned at 9:00pm