

It's our Neighborhood, Let's Build A Community



## West Hills Neighborhood Council

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### **Communications Committee/Joint Board Meeting Minutes**

**September 8, 2016 – 7:30p.m.**

**West Hills Hospital, 1<sup>st</sup> Floor Conference Room  
7300 Medical Center Drive, West Hills, CA 91307**

1. Meeting was called to order by Simone Best at 7:30 p.m.
2. The following members were present: Co-chair Simone Best, Tom Booth, Dan Brin, Tony Brosamle, Bob Brostoff, Margery Brown, Steve Randall, Co-chair Reeyan Raynes, Ron Sobel, Co-chair Michael Teitelbaum and Alec Uzameck. Stakeholders present were Art Padilla, Grace Padilla and Brad Vanderhoof.
3. The 8/18/16 minutes were approved unanimously.
4. Michael Teitelbaum informed the group that the E-newsletter went out this morning. He reviewed some of the metrics and they were very favorable.
5. Dan Brin and Bob Brostoff informed the committee members that they had received high praise for the WHNC from a stakeholder and a city employee.
6. Draft Operating Rules were discussed. The mission statement was changed with more to come. An Operating Rules workgroup was formed. Members are Dan, Bob, Michael and Simone. They will continue revising the Operating Rules and report back to the committee at the 10/13/16 meeting.
  - a. All members were asked to email their additional changes to Simone who will incorporate them into the document.
7. Work Group Reports were made.
  - a. Website Workgroup:
    - i. Michael Teitelbaum reported on how a UML for the "Resource" section of the website will allow better results for the end user.
      1. The committee asked if there will be a charge, above our \$150 per month maintenance fee, by the vendor to implement changes to the UML. After discussion it was agreed that WWG members will design the UML, submit it to the vendor for a bid on implementation and report back to the committee on costs, if any.
      2. Simone will contact the web vendor and ask that a copy of the monthly invoice be sent to her for inclusion in the monthly committee material.
    - ii. The next WWG will meet on 9/28/16, 7:00 p.m. at Bob's house. Alec Uzameck joined the work group.

- b. Social Media Workgroup:
    - i. Reeyan Raynes reported on very favorable social media metrics.
      - 1. Tony Brosamle reported Twitter had seen a large increase in followers and retweets in the last month after he posted a call for stakeholders to sign the Community/Senior Center petition.
      - 2. Reeyan stated that FB pages represented 30% of the new signers on the Community/Senior Center petition, while Twitter was at 2%, Next Door at 1% and WHNC website generated 40% of the new signers.
      - 3. It was requested by the committee that a metrics report be included with the monthly committee material.
    - ii. The Social Media Posting Policy was discussed.
      - 1. Several changes were suggested by members. Some thought the use of logo should be included in the Bylaws.
      - 2. Bob Brostoff reviewed the Bylaws and Standing Rules regarding use of the WHNC logo and other identifying symbols and found it was not covered. Bob will contact the city attorney for possible language to be included in the Bylaws or Standing Rules and report back.
      - 3. All members were asked to email their additional suggestions to the co-chairs who will incorporate them into the document. The item was tabled for further discussion at the October 13, 2016 meeting.
  - c. Outreach Workgroup Report
    - i. Simone Best reviewed the new WHNC brochure with the committee. Michael will finalize the design and lay-out.
      - 1. On 11/1/16 after seating of the new Board members, a group picture will be taken to replace the current picture on the back of the brochure.
      - 2. We should have the brochure ready for the Fall Fest on 10/29/16.
    - ii. The 2016-17 Strategic Plan as it relates to goals for the Communication committee was discussed.
      - 1. Bob suggested that next year's Strategic Plan be completed by the Communication Committee. The committee agreed and it was stated that a Board Retreat would be convened in April to begin the strategic planning for the 2017-18.
      - 2. Outreach Tabling was briefly discussed and was tabled to the October 13, 2016 meeting.
      - 3. How to use Next Door for Outreach and implementing a Welcome and mailing list sign-up at Board meetings were both tabled to October 13, 2016.
8. The meeting was adjourned at 8:45 p.m.