

IT'S OUR NEIGHBORHOOD. LET'S BUILD A COMMUNITY.



West Hills Neighborhood Council

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JOINT COMMUNICATION COMMITTEE/BOARD MEETING MINUTES

Thursday November 10, 2016

West Hills Hospital, West Hills

Revised November 15, 2016

Those in attendance were: Reeyan Raynes, Thomas Booth, Dan Brin, Anthony Brosamle, Bob Brostoff, Steve Randall, Ron Sobel, Alec Uzemeck, and Brad Vanderhoof. A quorum was established.

Committee Co-Chair Reeyan Raynes called the meeting to order at 7:33 PM.

Numbers refer to agenda items:

- 3) The October 2016 meeting minutes were approved as amended.
- 4) Chair Comments: Reeyan informed the Committee that a workgroup is investigating the idea of using Facebook Live to provide streaming coverage of Board meetings to the public.
- 5) Public Comments: None
- 6) Budget Request for Pop-Up Canopy: Bob stated the quote currently being considered was the lowest bid received from four or five different vendors who submitted quotes. Bob made a motion to request \$1035 for a pop-up canopy. Steve seconded. The motion was passed by unanimous consent.
- 7) Outreach Materials: Reeyan announced the committee co-chairs had made a decision to temporarily take control of all outreach materials owned by the WHNC to organize and inventory the property. Steve voiced his objection to that action stating there is no existing problem with how the property is being held and used. As an example he mentioned the table runner he brings to meetings. Bob suggested that an inventory would be sufficient. Reeyan acquiesced and will ask all board members to provide an inventory of property they are currently using or holding. Steve made an inquiry concerning the bag clips purchased for outreach and promotion. Reeyan will investigate. Anthony expressed concern that the control of outreach item distribution decisions could be a conflict of interest if used for self-promotion during an election cycle. Bob stated that it is illegal for any candidate to hand out materials purchased by a neighborhood council while campaigning.
- 8) Outreach Work Group:
 - a. A-Frames: vendor is waiting for artwork
 - b. Brochures: (Michael Teitelbaum joined via phone) The first draft was completed two months ago and Dan proofed and submitted changes to Michael. Michael estimates the final version is 90% complete. Michael stated there is a one or two week lead-time with the printer.
 - c. Candidate Night at Rose Goldberg Community Room: Steve and Brad reported there was an informative session on ballot measures and a lively debate. The event was attended by about

75 people. The WHNC outreach table received favorable comments and compliments but experienced very limited traffic.

- d. E-Newsletter: Michael provided an update on the November e-mail blast; 17.7% open rate (944 opens), 2 unsubscribe, 145 views on Twitter (46% smart phone, 41% computer, 13% tablet), 944 click thru.
- e. Fall Fest: Reeyan declared the festival a raging success.
- f. Polo Shirts: Steve is currently distributing.

9) Website Work Group: Anthony stated there is a need to determine and define what actions committee chairs are allowed to perform. The group agreed additional training is required. Bob suggested the training involve hand-outs with screen shots. Thomas added the training should include hands on practice. The Platt Library on a Saturday morning was suggested as a location and time. A training session was tentatively planned for January 28th. Anthony will research acquiring a Wi-Fi hotspot for committee meetings.

10) Social Media Work Group: Tom stressed the need to distribute a metrics report. Anthony will forward the e-mail metrics report from Facebook.

11) Social Media Policy: Tabled until December

12) Additional Business: None

Reeyan adjourned the meeting at 9:28 PM.

The next meeting of this Committee will be held on Thursday December 8, 2016 at 7:30 PM at West Hills Hospital, first floor Conference Room.