



CITY OF
LOS ANGELES
CALIFORNIA



P.O. BOX 4670, WEST HILLS, CA 91308

WWW.WESTHILLSNC.ORG

MAIL@WESTHILLSNC.ORG

WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, April 21, 2021,
Webinar and Telephonic Meeting

Approved June 16, 2021

Attendees: Brad Vanderhoof, Dan Brin, Marie Javdani, Steve Randall, Myrl Schreiberman, and Alec Uzemeck.

Chair Brad Vanderhoof called the meeting to order at 7:34 PM. A quorum was established.
The February meeting minutes were approved.

Numbers refer to agenda items

2. Comments from the Chair: None

3. Public Comment: None

4. Committee Web Pages: Myrl asked if it would be possible for each special event to have its own page linked to the Special Events Committee page. Brad replied; yes, that is entirely possible and quite easy once the event page is established. Brad said temporary pages can be created using WordPress or similar software and stored on any available server. Marie offered to do the web design. Steve said he thinks most of the goal Myrl has can be accomplished on the existing committee page

5. Special Events Committee: Promotional material for the Bingo Bash event will be ready in May. The event date is June 6. No support from the Communications and Outreach Committee is needed at this time.

6. Web Surveys to Determine Public Opinion: Brad said the Streets and transportation Committee is developing a survey and suggested that be used as a first trial and test case. Marie has created two sample surveys; a stakeholder satisfaction survey, and a Highlander Road site utilization survey. Marie has benchmarked other NCs to see how they survey stakeholders. Marie presented a draft of her stakeholder satisfaction survey. Myrl said any survey should be approved by the City Attorney and found some of the demographic questions overly intrusive. Marie said the NC Data Liaisons have a survey class in the next week. She will attend and rework the draft survey based on information presented by DONE in the class. The Committee will review in May.

7. West Hills Photo Contest: Brad said Anthony Scearce has a proposal ready and will present it in May.

8. Throw-back Thursday Vintage Photo Posts: Dan suggested the Circle S Ranch as a subject.

9. Ceramic Logo Mugs and other Promotional Items: Myrl asked if WHNC bags are available for food distribution. Brad and Dan said they believe there is currently no supply. Myrl said special events will need a large quantity of the mugs over the next year. Marie suggested giving mugs to the first survey responders as an incentive. Dan suggested giving mugs to speakers at in person meetings. Brad reminded the committee the Board has already approved distribution of mugs at Board meetings, but DONE has advised any promotional items must be made available to all and not just speakers. Brad explained this item is not a desperate attempt to move the mugs but is intended to facilitate brainstorming on using the promotional items as an effective outreach tool.

10. Update on Website Enhancements: Alec asked if stakeholders could post discussion on website. Brad and Dan described the stakeholder feedback options on the website. There are two links; general contact form, and suggestions for agenda items.

11. Social Media Report: Brad said things have been slow but he is increasing the number of posts to build traffic.

Chair Brad adjourned the meeting at 8:30 PM.

The next meeting of this committee is May 19, 2021 at 7:30 PM

