



CITY OF
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CALIFORNIA



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WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, October 19, 2022
Webinar and Telephonic Meeting

Revised October 27, 2022

The Committee shall take official action by a simple majority of yes and no votes cast by the committee members present at a duly noticed regular or special Communications and Outreach Committee meeting, not to include abstentions. There shall be no proxy voting.

Attendees: Faye Barta, Dan Brin, Steve Randall, Myrl Schreiberman, and Brad Vanderhoof
Other Board members present: Alejandro Phillips, and Joan Trent

Chair Brad Vanderhoof called the meeting to order at 7:46 PM. A quorum was established.

Numbers refer to agenda items.

1. Approval of September Minutes: The minutes were approved with a minor spelling correction.
2. Comments from the Chairs: None
3. Public Comment: None
4. Communication and Outreach Efforts Requested by Committee Chairs: Special Events requested the Halloween Houses application be taken down. Myrl asked why there are not more outreach efforts from members of the committee. Faye said Beautification needs more Board member involvement and will bring this up at the Operations meeting.
5. Committee Web Pages: No action
6. NC Election Outreach: No action
7. Social Media Report: Brad presented demographic metrics from Facebook and Nextdoor. Alejandro suggested creating a presence on Instagram and using Hootsuite as a tool for multiple social meeting platform management. Brad said he has been looking into Instagram and agreed it is probably the next step.

Chair Brad adjourned the meeting at 8:30 PM.

The next meeting of this committee is November 16, 2022 at 7:30 PM