



WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, December 21, 2022
Webinar and Telephonic Meeting

Revised January 9, 2023

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, Bob Brostoff, Steve Randall, Myrl Schreiber, and Brad Vanderhoof
Other Board members present: Alejandro Phillips, and Joan Trent

Chair Brad Vanderhoof called the meeting to order at 7:38 PM. A quorum was established.

Numbers refer to agenda items.

1. Approval of December Minutes

Faye Barta – Yes, Dan Brin – Absent, Bob Brostoff – Yes, Kent Mariconda – Absent, Mark Neudorff – Absent,
Steve Randall – Yes, Anthony Scearce – Absent, Myrl Schreiber – No, Brad Vanderhoof – Yes
Yes – 4, No – 1, Abstain – 0, Absent – 4,
The minutes are approved.

2. Comments from the Chair: None

3. Public Comment: None

4. Update on Return to In-person Meetings: California state law changes are still pending and DONE has not issued instructions.

5. Discussion and Possible Action on Additional Outreach Efforts like Instagram, Tic Tok, etc.: Brad and Alejandro will pursue starting an Instagram presence in January.

6. Communication and Outreach Efforts Requested by Committee Chairs: None

7. Committee Web Pages: No action taken.

8. NC Election Outreach: The Election Ad Hoc Committee has not yet met. No action taken.

9. Social Media Report:

Brad discussed Facebook demographics for the WHNC page. Audience; 70.9% female, 29.1% male; Age Range; most users 35 to 65+ maximum number of users 35-44, very few users under 35.

Most Popular Posts – Halloween Houses Winners, LAPD Toy Drive, Community Letter from Chaminade

Chair Brad adjourned the meeting at 8:51 PM.

The next meeting of this committee is January 18, 2023 at 7:30 PM