

WEST HILLS NEIGHBORHOOD COUNCIL
JOINT SPECIAL EVENTS COMMITTEE/BOARD MEETING MINUTES
April 1, 2025
Chaminade High School

Attendance: Co-Chair Char Rothstein, Aida Abkarians, Dr. Faye Barta, Brenda Citrom, Glenn Jennings, Kim Koerber, Steve Randall (Zoom), Char Rothstein, Myrl Schreibman (Zoom).
Other Board Members Present: Brad Vanderhoof.

1. Co-Chair Char Rothstein called the meeting to order at 7:08pm. A quorum was established.
 2. There were no comments by the co-chairs.
 3. There were no public comments.
 4. Halloween Event 2024 and 2025
- The Halloween event was very successful in 2024.

Glenn pointed out that the "Minute Man" printing shop services were substandard. Service members had poor attitudes, we were shorted some signs, and they were on the expensive side. One suggested improvement was to find a new print shop to help with signs, posters and flyers.

Myrl said that we had two different print shops: one for the lawn signs and another for posters and flyers. The print shop for the posters and flyers was "Affordable Signs". He seemed to think they did a decent job.

Aida suggested contacting "Crystal Graphics" which is a business run by the wife of the manager at Trader Joe's. Aida spoke with him, and he said he believed his wife would be happy to help us with printing needs. Aida also suggested that we ask whichever print shop we eventually decide to work with to be a supporter of the council and donate flyers, lawn signs or posters.

Myrl suggested "Affordable Signs" print shop (located at 8417 Canoga Ave) saying that they had good pricing, good products, and completed the work when they said it would be.

Myrl also suggested that we have one or two council members present at the Halloween event who are entrusted to make any necessary on-the-fly decisions. Both should be fully briefed on how the event operates and should be on "one page" for decision-making.

Steve suggested coming up with a theme for the Halloween event, but this idea was not well supported. Glenn pointed out that we historically had two categories, the scary houses and the comical houses.

Aida suggested that we talk to someone at the City level for permission and compensation to provide food for those who volunteered their time as judges at the Halloween contest. Char said that previously this idea was not well received because the city representative said the sandwiches were not for everyone. But we thought we could make the point that the sandwiches were a form of compensation and recognition for the judges' contributions.

Aida moved to allot \$2,250 in the new budget for the Halloween contest. Char seconded the motion, which passed unanimously.

5. Valentine's Event 2025

All agreed the 2025 Valentine's Day Dinner and Dance went exceptionally well. The DJ, food vendor, prizes were all top-notch. Myrl commented that having the tables set up in a "U" configuration was a nice idea because it afforded a large dance floor and allowed all the attendees to be able to see the DJ.

Glenn texted the DJ to ask him if he could schedule himself for our Valentine's event for 2026. He also pointed out that the North-West Valley Chamber of Commerce Lead, Ali, came to the Valentine's Day event and said that he would like to work with us. Glenn suggested that we reach out and establish a relationship with him.

Aida suggested that: 1. We asked John Lee for his photographer for the 2026 Valentine's event; 2. We honor all who contributed to the event by providing them with certificates; 3. Put an agenda item for the Board meeting in May to honor the people and businesses that helped the council.

Another idea for the 2026 Valentine's event is to ask about the Rams' photo booth which provided service to Pomelo Elementary School. Kim, an aide there, offered to try to contact them to ask.

6. The budget for the 2026 Special Event Committee was discussed. Char moved for a budget request of \$5,800. Dr. Barta seconded the motion, which passed unanimously.
7. Other special events discussed were the tabling for Assemblymember Jesse Gabriel's Day of Service event on May 4, 2025 and on May 10, 2025, the Valley Block Festival from 11:00am to 5:00pm.
8. Co-Chair Char Rothstein adjourned the meeting at 8:18pm. Next meeting May 6, 2025