



**CITY OF
LOS ANGELES**
CALIFORNIA



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WEST HILLS NEIGHBORHOOD COUNCIL

JOINT BOARD AND COMMUNICATION/OUTREACH COMMITTEE MEETING MINUTES

Wednesday, November 19, 2025
Telephonic and Online

Committee Attendees: Faye Barta, Glenn Jennings, Co-Chair Penny Newmark, Co-Chair Brad Vanderhoof

Other Board Members in Attendance: Brenda Citrom, Kim Koerber, Zhelbert Zohrabian

Co-Chair Penny Newmark called the meeting to order at 7:14 PM. A quorum was established.

Numbers refer to agenda items:

1. Approval of the October 15, 2025 Meeting Minutes: Minutes were approved.
 2. Comments from the Chairs: Brad Vanderhoof said the Platt Shopping Center remodel is completed. All Agendas must be posted for public review on the billboard located southside of the Pavilions store.
 3. Public Comment: None.
 4. Discussion on Implementing a Photo Release Policy: It was agreed to have signs posted at clean ups, special events and community tabling events. Signs to read: "Photographs from this event will be posted to social media." Glenn Jennings will make a sign for the table at this weekend's Beautification Clean Up. A sign will be posted at the February 24, 2026 Valentine's Day Sr. Dinner Dance.
 5. Discussion and Possible Action on Parameters to Acknowledge West Hills Businesses for Complimentary Services that Support WHNC Visibility Programs: Zhelbert Zohrabian presented to the committee she found a printer, Hugo's Signworks & Graphics, who will print for free new vector art on four existing West Hills street signs. She will pick up the signs this weekend. Fire Station #105 already switched out old signs for two new ones. Captain Ho will let Zhelbert know when the fire fighters will be able to replace the other four signs. Photos will be taken by Penny of the fire fighters and Hugo's Signworks & Graphics owner in front of the fire station to post on social media and our website. Increased visibility for community supporters using social media and our web site along with Certificates of Appreciation will be discussed further at the Operations Committee meeting.
 6. Discussion and Possible Action on Communication and Outreach Efforts Requested by Committee Chairs: None.
 7. Discussion and Possible Action to Review WHNC LOGO designs for Decals: Tabled to next meeting.
 8. Discussion and Possible Action on New Artwork for A-frames: Tabled to next meeting.
 9. Discussion on Tabling Event at Fallbrook Mall: Brenda Citrom followed up with the shopping center but there has been no response. She will contact them again in January 2026.
 10. Discussion on Spending Requests/Tri-fold WHNC brochure sent to Budget Committee for approval: The DRAFT brochure will be reviewed for copy changes before the Spending Request and brochure art are sent to the Board for comments and possible action at the December 4, 2025 meeting.
 11. Social Media Report: There is no report.
 12. Discussion on Creating a List of HOA Contacts: A decision was made not to pursue this because of more important priorities. Continuous WHNC posting on social media already includes HOA's with West Hills community members.
 13. Discussion on Outreach Planning for 2025-2026: Communication/Outreach will support visibility for Valentine's Day Sr. Dinner Dance on February 14, 2026.
 14. Suggestions for Agenda items for Next Meeting: decal stickers, A-Frame signs, tabling at Fallbrook Mall
- Co-Chair Penny Newmark adjourned the meeting at 8:21 PM.

The next meeting of this committee, unless rescheduled because of the holidays, is December 17, 2025 and will be conducted virtually.