



“Unity in Our Community”



Unity in Our Community
Northridge West Neighborhood Council
Outreach and Communication Committee Meeting
Tuesday, June 18th - noon - 2:00 pm
Art Room, Northridge Park Recreation Center
18300 Lemarsh St, Northridge, CA 91325

Executive Officers

Peter Lasky, President
Alma Fernandez, VP of Administration
Rana Sharif, VP of Outreach & Communication
Kelly Sooter, Secretary
Glen Wilson, Treasurer

Agenda

Board Members

Pamela Bolin, Gail Lapaz
Lloyd Dent, Bill Fox
Jennifer Krowne, Josue Toscano
Kathleen Edwards
Vacant: Community Interest Stakeholder

LEGALLY REQUIRED OFFICIAL POSTING: Please do not remove until AFTER above date and time.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS: The public is requested to fill out a “Speaker Card” to address the Board on any item of the agenda prior to the Board taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Board’s subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived or additionally restricted by the presiding officer of the Board.

The NWNC Agenda is posted for public review at, 9401 Reseda Blvd, in the clear box, to the left of the gate adjacent to the parking lot & posted on NWNC website www.northridgewest.org

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In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed, at our website by clicking on the following link: www.northridgewest.org or at the scheduled meeting. If you need a copy of any record related to an item on the agenda, please contact Peter Lasky (via) email plasky@northridgewest.org



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Agenda

- I. Call to Order (1 min)
- II. Welcome and Role Call (2 mins)
- III. Identify notetaker (1 min)
- IV. Introductions of those in attendance (10 mins)
- V. Comments on the structure of the meeting (1 mins)
 - A. Part I: Strategic Plan Workshop facilitated by Kelly Sooter (60 mins)
 - B. Part II: Recap of Strategic Plan with specific tasks facilitated by Rana Sharif (15 mins)
 - C. Part III: Additional Comments by Committee and Board Members (10 mins)
- VI. Comments from Stakeholders (5 mins)
- VII. Outreach and Communication Committee Strategic Plan Workshop (facilitated by Kelly Sooter, 60 mins)
 - A. Discuss and identify our *Goal*
 - B. Discuss and identify our *Mission*
 - C. Discuss and identify *key learnings* from past year
 - D. Discuss and identify short-term (three months and six months) goals
 - E. Discuss and identify long-term (one-year) goals
 - F. Discuss and identify an *Outreach* Plan
 1. Business Outreach
 2. Local Event Outreach
 3. Stakeholder Outreach



G. Discuss and Identify a Communication Plan

1. Internal Communication Plan
 - a) Website update
 - b) Monthly event calendar
2. Print Media Communication Plan
 - a) Local community publication/presence
3. Social Media Communication Plan
 - a) Facebook
 - b) Instagram
 - c) Nextdoor
 - d) Twitter

H. Discuss and identify time-line

- VIII. Discuss and Recap Tasks from Strategic Plan (facilitated by Rana, 15 mins)
- IX. Additional comments from Committee Members (10 mins)
- X. Additional comments from Board Members (10 mins)
- XI. Set next OCC meeting (1 min)
- XII. Adjournment