Meeting Minutes

I. Call to Order
   a. Meeting was called to order at 12:05 pm by presiding Chair, Rana Sharif.

II. Welcome and Roll Call
   a. Welcome
      i. Rana welcomed all attendees.
   b. Roll Call:
      i. OCC Committee Members: Rana Sharif Kelly Sooter, and Alma Fernandez
      ii. General Attendees: Mikkie Loi (volunteer Devonshire Division), Mirhan Kalaydjian (PRNC), Glen Wilson (NWNC), and Gail Lapaz (NWNC).

III. Identify note taker: Rana

IV. Introductions of those in attendance:
   a. Alma Fernandez, VP of Administration for NWNC
   b. Kelly Sooter, Secretary, NWNC
   c. Mikkie Loi, Volunteer with Devonshire Division – Community Relations, CERT Trainee
   d. Additional attendees noted in Item II above arrived after introductions.

V. Comments on the structure of the meeting:
   a. Rana outlined the three components of the meeting listed below:
      i. Part I: Strategic Plan Workshop facilitated by Kelly Sooter (60 mins)
      ii. Part II: Recap of Strategic Plan with specific tasks facilitated by Rana Sharif (15 mins)
      iii. Part III: Additional Comments by Committee and Board Members (10 mins)
   b. All times are approximations and will be adjusted as needed.

VI. Comments from Stakeholders
   a. Mikkie: Expressed excitement for the meeting.

VII. Outreach and Communication Committee (OCC) Strategic Plan Workshop (facilitated by Kelly Sooter, 60 mins)
   a. Discuss and identify our Goal(s)
      i. More General Board Meeting stakeholder attendance
      ii. Active participation from NWNC board members
      iii. Build NWNC awareness and presence
      iv. Build relationships with local businesses
v. More active engagement with community
   1. Example: Ride the COLT which is put together by Chatsworth Neighborhood Council
vi. Serve and advocate
vii. Inform and educate
viii. Engage and communicate
ix. Increase participation and active involvement from our stakeholders
x. Earn NWNC board buy-in to our Goals and Outreach and Communication Plan
   1. Shared goals.
xi. Mikkie: Increase communication and participation of board members; everyone’s goal should be Outreach and Communication.
b. Discuss and identify our Mission
   i. Tabled for a later discussion.
c. Discuss and identify key learnings from past year
   i. (positive) Launched social media platforms
   ii. (negative) Resistance to new ideas and ways of Outreach and Communication
   iii. (positive) Committee meetings resulted in action and activity
   iv. (neutral) All communication should go through OCC
d. Discuss and identify short-term (three and six month) goals
   i. Three-month goals: [Note: Action items and tasks included in item VIII]
      1. Finalize, approve, and implement a plan including a budget.
      2. Solicit and approve committee members
      3. Set expectations for board members
      4. Streamline process
      5. Agree on roles and responsibilities
      6. Update and activate social media platforms, website, Nextdoor, and Email blast
      7. Commit to social media plans: schedule, messaging (content), and measurable goals
      8. Partner in CD 12 Forum
      9. Outreach and Communication Guidelines
         a. Sponsorship name on all material and some form of "proof" indicating NWNC was recognized for sponsorship.
         b. Event form process
         c. Constant contact
         d. Calendar at a Glance
   ii. Six-month goals:
      1. NWNC Sponsored Event
2. Hold a minimum of three meetings before the end of the year.

3. Grow social engagement by 50% in terms of followers/subscribers and social media imprints (Facebook, Twitter, and Instagram).

4. Grow stakeholder participation in General Board Meetings
   a. Determine appropriate units of measurement

5. More robust GBMs
   a. Speakers
   b. Agenda order

   e. Discuss and identify long-term (one-year) goals
      i. Tabled for later discussion.

   f. Discuss and identify Outreach Plan
      i. Return to at a later time.

   g. Discuss and identify a Communication Plan
      i. Internal Communication Plan

1. Website Update
   a. Wendy/OCC: Set meeting to discuss how to proceed.
   b. Discuss an alternate to current Webmaster
   c. Monthly event calendar to be distributed at GBM

2. Print Media Communication Plan
   a. Local community publication/presence
      i. Suggestion: Purchase ½ page and ¼ it with other NCs
      ii. Daily News
      iii. Valley Voice
   b. OCC Recommendation: Move away from traditional print media and reallocate those funds to more tangible flyers/posters/banners etc.
      i. Distribute at local businesses such as Starbucks or Coffee Bean; Schools; etc.
      ii. Tabling, flyering, and/or poster board set-up at recurring events
         1. Northridge Mall
         2. Farmers Market
         3. Etsy SoCal Meet-up
      iii. Mirhan: Will provide Kelly with Northridge Mall contact information
   iv. NWNC Newsletter and/or E-blasts
   v. Realtor Postcards
   vi. Partner with other NCs
3. Social Media Communication Plan
   a. Facebook
   b. Instagram
   c. Nextdoor
   d. Twitter
   e. Suggested: Patch
      i. Northridge/Chatsworth Region
   f. Suggested: Eventbrite: Post events/meetings to this platform
   g. Link all forms of SM
   h. Discuss and identify time-line
      i. See items VII under “short-term” goals.

VIII. Discuss and recap tasks from Strategic Plan: Focus on “three-month” short-term goals
   i. Three-month goals:
      1. Finalize, approve, and implement a plan including a budget.
         a. Rana and Kelly will develop and present for approval at next meeting.
      2. Solicit and approve committee members.
         a. “Bring a buddy”: Each committee member commits to bringing one potential committee member.
      3. Set expectations for board members
         a. Rana to establish these.
      4. Streamline process
         a. To be included in item 1a above.
      5. Agree on roles and responsibilities
         a. Rana to develop these along with the expectations noted in item 3 above.
      6. Update and activate social media platforms, website, Nextdoor, and Email blast
         a. Rana will work with potential committee member,
      7. Commit to social media plans: schedule, messaging (content), and measurable goals.
         a. Rana will work with Kelly and Alma on SM plan
         b. Initially Rana will work with Melissa Sooter and once platforms are set-up and plan is in motion, the distribution of SM platforms might be as follows:
            i. Nextdoor – Kelly
            ii. Facebook + Twitter – Alma
            iii. Rana – Instagram
iv. Website – Rana

8. Partner in CD 12 Forum
   a. Rana has begun the process; Alma offered to help if needed.

9. Outreach and Communication Guidelines
   a. Sponsorship name on all material and some form of “proof” indicating NWNC was recognized for sponsorship.
   b. Event form process
   c. Constant contact
   d. Calendar at a Glance

IX. Additional comments from Committee Members
   a. None.

X. Additional comments from attendees and Board Members
   a. None.

XI. Set next OCC meeting
   a. Tentatively scheduled: July 16, 2019 @ noon; Northridge Park Recreation Center.

XII. Adjournment
   a. Meeting was adjourned at 1:57 pm.