



*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

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 unite 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.