Unity in Our Community
Northridge West Neighborhood Council
Joint Outreach and Communication Committee and General Board Meeting
Tuesday, July 16th - noon - 2:00 pm
Art Room, Northridge Park Recreation Center
18300 Lemarsh St, Northridge, CA 91325
Minutes

I. Call to Order (1 min)
   A. Meeting was called to order by Rana Sharif, at noon.

II. Welcome and Role Call (2 mins)
   A. Amendment to agenda: Add “Comments by Board Members on non-agenda items” after item XVI
   B. Kelly Sooter, Committee Member
   C. Alma Fernandez, Committee Member

III. Identify note-taker (1 min)
   A. Rana Sharif

IV. Introduction of those in attendance (5 mins)
   A. Kathleen Edwards, NWNC Board Member: Interest in community affairs and reaching folks who may not be aware of NCs.
   B. Mikkie Loi, stakeholder
   C. Peter Lasky, NWNC President
   D. Glen Wilson, NWNC Treasurer
   E. Mihran Kalaydjian, PRNC Board Member

V. Comments from Stakeholders on non-agenda items pertinent to OCC (5 mins)
   A. None

VI. Review of Outreach plan for CD 12 Town Hall Forum
   A. Glen and Kelly will make purchases
   B. NWNC Banner will be hung at Highlander Hall
   C. Mikkie: Will there be a livestream?
   D. Post to Nextdoor: Rana will send content to Kelly for posting.
   E. Signage:
      1. Kathleen raised concern about limiting signage; Rana will take concern back to planning committee for further exploration.
   F. Glen will bring snacks, hanging banner, and easel banner to Highlander Hall on Saturday morning.
   G. Set-up is 11 am.

VII. Discussion and possible action item regarding Coyote Warning signs (2 mins)
   A. Kathleen presented information she gathered on the topic of Coyotes in our neighborhoods on Nextdoor. She shared that various stakeholders have shared
concerns about loosing pets and concern for folks not familiar with the area who visit the trails.

B. Kathleen shared that approximately 46% of those who responded to her Nextdoor poll asking, “Do you think [Coyote signage] should be considered”, responded favorably to action.

C. Perhaps signs could be posted at entrance of parks and/or on neighborhood streets.

D. Committee recommendation: Reach out to Public Safety chair, Bill Fox, with the recommendation to take up this issue further and research where to post; appropriate City agencies to contact; and possibly local animal shelters.
   1. Possibly contacts: Ron Rubine (sp?) and Jessie Strobel from CD12 office.

VIII. Discussion and possible action item regarding a co-hosted Ice Cream Social (2 mins).
   A. Kathleen opened with a suggestion to host or co-host an ice cream social to increase NC awareness and stakeholder participation.
   B. Mikkie asked: Is NC allowed to hold an event at a local businesses?
   C. Suggestion: Work with Education committee on already pre-established ice cream social organized at local schools (Beckford, Topeka, and Calahan). Kathleen might want to reach out to Education chair, Jennifer Krowne, on this topic.
   D. Suggestion: The new opening of a park might be an opportunity to collaborate with City Parks and co-host some social.
   E. As will be discussed in the OCC Plan, we have prioritized a social event before the end of the year.

IX. Discussion and possible action item regarding "New Neighbor" initiative (2 mins).
   A. Kathleen presented and shared items that might be included in goodie bags to be sent to our new residents.
   B. Peter shared the concern that such an effort may not be accessible to all our neighbors in NWNC. He suggested a follow-up with the EmpowerLA or DONE as to whether this would be considered improper benefit.
      1. Paola might take issue with the funding for such a project. Follow-up is required.

X. Discussion and presentation of Strategic Plan and proposed Budget from June 18th Meeting (Kelly, 15-20 mins).
   A. Please review attached document.

XI. Discussion and review expectations for board members (2 mins)
   A. Miss no more than one meeting per quarter.
      1. NOTE: Meetings will be scheduled with everyone in mind and as such, we hope to accommodate the committee members’ schedules.
   B. Come to meetings prepared to engage in discussion and offer feedback/suggestions on agendized items.
      1. Bring at least one “buddy” to the July 16th meeting.
   C. Communicate effectively and efficiently. This includes:
      1. Responding to and sending emails in a timely manner.
      2. If a matter is requiring immediate attention, reach-out to committee members via text and/or call.
   D. Be part of the active planning and execution of at least one of our major events of the year.
XII. Update from meeting with Webmaster, Wendy Moore (5 mins)
   A. Website ADA Compliance.
      1. Please see attached proposal sent to previous president.
   B. Included responsibilities
      1. Eblasts; Content posting; Calendar updates; Agenda/Minutes.
   C. Not included responsibilities
      1. Back-end website changes; Social Media postings;
   D. Expanding services
      1. Proposed Expansion of Services:
         a) Suggested: $350 a month (not a fixed fee)
         b) Would include updating site (back-end)
      2. Bill on Actual
         a) Itemized invoice o be sent
      3. This would need additional clarification from Wendy.

XIII. Discussion and review of Social Media Plan (5 mins)
   A. Update from exchange with Melissa Sooter
   B. Based on conversation from previous June 18th meeting, SM distribution will be
      the following:
      1. Nextdoor – Kelly
      2. Facebook + Twitter – Alma
      3. Rana – Instagram
      4. Website – Rana
   C. Discussion of Content Creation

XIV. Discussion of National Night Out tabling— August 6, 2019 (6:00 pm) (2 mins).
   A. Doodle to be sent to board for table sign-ups
   B. Glen will be there at 4:30 pm to set-up

XV. Discussion of Valley Disaster Fair messaging— October 12, 2019 (2 mins).
   A. 150-200 word message to our stakeholders that will be included when folks in
      NWNC register for the fair (see handout).
   B. Rana will send to Bill Hopkins (sp?).

XVI. Set next OCC meeting (1 min)
   A. No August meeting is necessary for OCC.

XVII. Comments by board members on items not on agenda
   A. Notify LAPD for Saturday’s Town Hall
   B. Contact Community Relations

XVIII. Adjournment
   A. Meeting adjourned at 1:51 pm.