



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: Interst 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 purchances
 - 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 to 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.