



Northridge West Neighborhood Council
Joint Outreach & Communications Committee and Whole
Board Meeting Minutes APPROVED
3:00pm – 5:00pm
Thursday, June 18th, 2020



Outreach & Communications Committee Members

Kelly Sooter, Chair
Rana Sharif
Peter Lasky

AGENDA

VIRTUAL MEETING

Zoom ID: 935 5825 5289

Zoom Web Link: <https://zoom.us/j/93558255289>

By Telephone: Dial 669-900-9128 and enter 935 5825 5289 followed by the '#' symbol

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION

In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Northridge West Neighborhood Council meeting will be conducted entirely telephonically.

Every person wishing to address the Neighborhood Council must dial 669-900-9128 and enter **935 5825 5289** and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting

GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

THE AMERICAN WITH DISABILITIES ACT - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment by email: NCsupport@lacity.org or phone: (213) 978-1551.

PUBLIC ACCESS OF RECORDS – 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 **9401 Reseda Blvd, in the clear box, to the left of the gate adjacent to the parking lot** and at our website: northridgewest.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Kelly Sooter at (818) 807-5109 or email: ksooter@northridgewest.org.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to dial *9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an 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 are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to **TWO (2)** minutes per speaker, unless adjusted by the presiding officer of the Board.



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SERVICIOS DE TRADUCCIÓN - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte el Departamento de Empoderamiento Vecinal, al (213) 978-1551 o por correo electrónico ncsupport@lacity.org.

Notice to Paid Representatives - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

PUBLIC POSTING OF AGENDAS – Neighborhood Council agendas are posted for public review as follows:

- **9401 Reseda Blvd, in the clear box, to the left of the gate adjacent to the parking lot**
- <http://www.northridgewest.org>
- You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions>



Northridge West Neighborhood Council
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1. Welcome. The meeting was called to order at 3:02pm. Meeting attendees included:
Kelly Sooter, Rana Sharif, Gail Lapaz, Peter Lasky, Yi Ding, Joel Lowell, Mikkie Loi, and Kristina Smith of The Mailroom
2. Discussion and possible Motion to approve previous Committee Meeting Minutes: The meeting minutes were motioned by Rana Sharif and seconded by Kelly Sooter. The minutes were unanimously approved (3 Yay: Rana Sharif, Kelly Sooter, and Peter Lasky).
3. General Public Comment on non-agenda items: There were no public comments on non-agenda items
4. Review and discuss 2020 Outreach & Communications key objectives:
 - The Committee discussed the key objectives and strategies handout.
 - Kelly asked for meeting attendees / board members to forward comments
 - It was agreed that we would continue our social presence on Facebook, Instagram, Nextdoor and synchronize with our website.
 - Rana recommended we do door hangers as a way to build stakeholder awareness beyond social media. Consider doing 2-3 times throughout the year and include helpful info for added value. One would include Election info. (Consider hand delivering vs paying for postage which is the bulk of the expense)
5. Discuss webmaster transition plan
 - KS reviewed recommended changes / updates to the current website to be implemented with the webmaster transition July 1st.
 - Rana said that she can set the GBM virtual call in # to be the same for every GBM which would allow us to keep this on our site
 - We agreed to keep eblasts on the site under "NEWS"
 - › Rana will work with Kristina to uncouple the NWNC Facebook account from her



personal account. (Kristina needs to be added as an administrator).

- Peter asked if we could update stats on our website and social platforms: who's using, uniques, length of time on site, etc.
 - Joel will work with Kristina to put something together. (Need to separate out board members from stakeholders). Joel thought we could isolate via IP info. Rana said that many people will not be comfortable sharing their IP information.
- Kristina Smith, the Mailroom, said that she confirmed with DONE that we can link meeting recordings to YouTube to allow stakeholders to listen to our meetings and keep the recordings for an extended period of time. She is doing this for other Neighborhood Councils (NC).
 - We should decide if we want to do something similar
- Kristina also mentioned that one of the NCs that she works with created a COVID specific newsletter to send to stakeholders with updates and links to COVID related information.
- The Committee reviewed and agreed to the Recommended Webmaster Process moving forward.
 - **Please review the attached process to assist in a smooth transition.**
 - Ding will be point for helping maintain a 3-month rolling calendar. Committee Chairs are asked to please provide this information to ensure the website is robust and accurate.

6. Discuss Utility Box outreach plan

- KS provided an update of the Call to Artist Outreach status which includes the following
 - Post to Website, Nextdoor, and Facebook
 - Dave Moon, Professor of Art & Design at CSUN, posting to students and faculty
 - Nina NiuOk from Beckford will post to website
 - Sayuri Oliveria from Nobel PTSA will notify teachers, faculty and parents
 - Tara Vahdani, LAUSD will share on all of their social platforms
 - San Fernando Valley Arts & Cultural Affairs sent materials for posting
 - Museum of the San Fernando Valley in Northridge will post materials to their artists
- KS has created a Utility Box folder that contains background information, contract, timelines,



and communications on the project. This will be posted and maintained on the website.

7. Review disaster preparedness promotional materials for purchase

- The Committee agreed to pursue hand sanitizer, first aid kit supplies, and encumber funds for a door hanger program
 - > Kelly to purchase items ASAP to meet the June 20th deadline
 - > Glen, please provide inventory and access to printed materials we've handed out at events: per Mikkie Loi we should have 700 File of Life holders and cards. These should be added to our inventory and put in storage.

8. Discuss local business directory and support

- Kelly (husband) is putting together a local business directory for NWNC use.
- Gail mentioned that rules are changing weekly for businesses, possibly making it difficult to put together a plan.
- Kelly mentioned that Nextdoor has added Local Business features to the site which will allow them to partner with their neighborhood more closely. Kelly is going to call Nextdoor to see what we can do in our area.

9. New Board and Executive Board Member welcome write up for social posting:

- Rana would like to do this as a part of the July eblast (pre GBM 14th meeting)
- Rana said that we will likely have Virtual meetings through August. TBD beyond that.
- Gail said that she would like to recognize the many volunteers from our COVID efforts, particularly the mask volunteers. Rana confirmed this could happen at the first in-person GBM.
- Peter mentioned that we could get CD12 to provide official certificates.

10. Discussion and recommendations for Outreach & Communications items to be on the NWNC July General Board Meeting: None

11. Suggestions by Board Members on non-agenda items:

- Kelly asked that all board members review the 2020-2021 Budget prior to the Special Meeting, June 25th.

12. Adjournment: Gail motioned and Kelly second meeting adjourn at 4:58pm.