



Northridge West Neighborhood Council
Joint Outreach & Communications Committee and Whole
Board Meeting Minutes
Thursday, July 16th, 2020 3:00pm



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

1. Welcome, Call to Order at 3:00pm. Roll Call included Kelly Sooter, Rana Sharif, Peter Lasky, Abby Bailes, Mikkie Loi, and Mihron Kalaydjian.
2. Discussion and possible motion to approve June Committee Meeting Minutes.
 - a. Rana motioned and Kelly seconded approval of the June committee meeting minutes. The committee voted unanimously to approve the minutes: 3 yay (KS, RS, PL)
3. General Public Comment on non-agenda items. (None)
4. Review and finalize 2020 Outreach & Communications key objectives.
 - a. The Committee agreed to move forward with the 2020 O&C key objectives. We agreed that sending out a recap prior to the approved and published meeting minutes could result in errors. As a result, all GBM and ECM will have the recordings posted to the website for immediate viewing. Committee Chairs will be allowed to determine if they want their recorded meetings linked to the NWNC website as well. Kelly to send out email notifying the board / Committee Chairs.
 - b. The Committee agreed to have an area on the home page of the website for Committee Chair features. Each month a different Committee will be highlighted to allow more insight into the activities and work being done. Each Committee Chair would be asked to write a brief paragraph or two which will then be posted on the website (rotate by month). Kelly will put together a calendar to review at the next GBM.
5. Update webmaster transition plan.
 - a. Kelly reviewed the transition status with the team. *Please be sure to go to the website to check out the changes which include:*
 - i. HOME: simplified the home page (work in progress); added Community Events and a link to Aliso Canyon for updates. Kristina adjusted the Meetings Tab to allow the links



to work for 24 hours post the actual meeting so board members and stakeholders can easily access call in information as well as handouts. Regarding Community Events, we agreed that this would include any organization that NWNC works with and supports such as CD12, LAUSD School Board District 3, our local Schools, WCNAH, EmpowerLA, etc. The goal is to be as robust as possible. (Peter mentioned that WHNC sends an eblast out with 40-60 events. Rana asked if we could get info from the Northridge Chamber of Commerce as well).

- ii. ABOUT Us: Added the Board Member Reference Guide tab which includes information and templates. We also added a Meeting Achieve tab which will house all of the digital meeting handouts and audio / video recordings of the meetings.
 - > *Need to decide on Board Member head shots*
 - > *Need updated Bylaws*

- iii. COMMITTEES

- > *Committee Chairs need to send Committee descriptions.*

- iv. PROJECT STATUS: This is a new tab which will include all information on big ticket projects such as the Utility Box art. This will allow visibility and transparency to projects as they progress. Currently, the Utility Box Art Project is the only one located in this tab.

- v. Work in Progress: Resources. Kelly is in the process of going through and updating.

- b. Other questions / follow up as it relates to the website

- i. Explore closed captioning / accessibility costs to upgrade our site
 - ii. Get website user information to measure usage / activity
 - iii. Post Oakridge Park Plaque unveiling video to the website (see PRNC)

- 6. Review July eblast and future eblast content / timing.

- a. The team liked the last eblast and support having a *Note from the President* for the first eblast of the month which is issued 3-5 days prior to the GBM. The second eblast will be issued 3-5 days before the ECM.

- 7. Update Utility Box outreach plan.



- a. Kelly updated the team on all of the outreach efforts to artists and schools. (Thank you Education Committee for all your great efforts!). A survey was sent out to board members and stakeholders asking for their favorite artwork (top 7). It was agreed that 11:11 would provide a presentation / recommendation in the next few weeks.
8. Review NWNC Fact Sheet provided by DONE. Should this be published on the website?
 - a. Kelly reviewed the NWNC Fact Sheet with the team, and it was agreed to include this information to the Board and publish on the website.
9. Review potential upcoming outreach and communication needs for NWNC Committees.
 - a. Ding and Abby presented the idea of doing a survey for parents of LAUSD students to identify key questions / concerns as well as needs. This would be aggregated and shared with LAUSD School District 3 (Scott Schmerelson) with a request to facilitate a conversation with the district and parents. Next Steps: Abby to flush out the survey
 - b. The Education Committee also proposed giving hand sanitation and a letter (postcard) to parents via Beckford, Topeka, and Callahan. The objective would be to build awareness for NWNC and include information about the parent survey. Next Steps: Education Committee to provide a recommendation including motion language and communication language / example for a special meeting.
10. Discussion and recommendations for Outreach & Communications items to be on the NWNC August General Board Meeting: Website update / Utility Box Status
11. Suggestions by Board Members on non-agenda items: None
12. Adjournment