



Foothill Trails District

NEIGHBORHOOD COUNCIL

Fallon Milligan – Chair, Lake View Terrace
Judi Trujillo – Vice Chair, La Tuna Canyon
Cindy Bloom – Shadow Hills
Julie Tarnawski – Shadow Hills
Owynn Lancaster – Shadow Hills

COMMUNICATIONS & OUTREACH COMMITTEE – Meeting Minutes

February 22, 2021 7:00pm to 9:00pm

Administrative Tasks

1. Call to order - ***The meeting was called to order at 7:04pm. Committee members Judi, Cindy Julie, Owynn and Fallon were in attendance, constituting a quorum. Board members Lisa Johnson, Ryan Davis, Josie Zarate and Scott Froschauer were also in attendance.***
2. Opening Statement by Chair – ***Fallon welcomed everyone to the meeting. Fallon announced that when the next Board is elected, she will be stepping down as Chair of Outreach. She mentioned that a new Chair would be needed – wanted to let committee members know in case they were interested and or to put the word out.***
3. Presentation/Discussion/Possible Action to fill any vacant committee seats, add additional seats, Board Elections & upcoming Committee changes – ***No new members wishing to join the Committee.***

Reports, Comments & Presentations

4. Reports by Public Representatives - ***None***
5. Public Comment – ***Josie Zarate gave a quick community update as to the goings on with the street racers and party cars on Sunday at the LVT rec center and other locations in LVT.***
6. Presentations by Community Groups/Organizations - ***None***

Current Projects with Possible Action / Updates

7. Elections Committee – ***Ryan showed old election banners from past elections from the NC office. Discussed not using as info is not relevant to current election procedures. Brainstormed various promo ideas from banners to flyers to promo cards, grass roots distribution, other NC election materials as examples. Outreach willing and available to help promote / distribute materials and proof final artwork as supplied by Elections Committee.***
8. Masks: ***Committee viewed mock-up artwork for board approved 3 x 4 promo cards. Gave suggestions and edits. Fallon to send out via email working group with changes. Hopeful deadline of Friday to go to print with final once approved by all. After cards are done, distribution plan for getting masks out to community to be done as with 2021 Calendar Distribution plan.***
9. Office Keys: Discuss plan for creating and maintaining “Approved Key Distribution List”- ***Scott to poll General Board on suggested key distribution via email, he will summarize and present at next General Board meeting for discussion on key distribution including who will maintain and monitor key holder list.***

New Agenda Items With Possible Action

10. Discuss options & budget for General Promo materials, ie., large outdoor vinyl logo stickers, banners etc for placement at NPG recipients such as Special Spirit – ***Much discussion about***

various items, ways to accomplish this. All with regard for proper wording as prescribed by DONE as to how we can denote involvement with community groups., ie working with, sponsored by, in joint effort with, etc. Decided to look into generic banners 2 x 3 feet that promote FTDNC in general and not specific to any organization and our involvement for possible placement consideration on property or place of business when granting an NPG. Several members reported that C & M printing does affordable good banners of this size. Fallon to contact for pricing.

11. Open discussion about possible letter to present to General Board for consideration about current elections practices and our thoughts on this matter for presentation to LA City Clerks Office and DONE. Re, if any NC had less people running for office than board seats, having no election so that every seat can be filled, everyone who wants to serve can, and there is not a waste of money or human resources to the city, the NC and all stakeholders. **General consensus: Continued and further examination of current practices on a city level and our NC bylaws as to address such issues in the future. Though nothing can effect any changes to this election cycle, presenting the idea of exploring this from a standpoint of creating the best policies to serve candidates, NC's and stakeholders from all perspectives including best use of time and money. No immediate action as a committee or board until further information is gathered.**
12. Discuss DONE draft Digital Media Policy for Neighborhood Councils, "Best Practices: Social Media for NCs" and Legislation impacting this draft Digital Media Policy including AB992 State Assembly Bill amending Brown Act to include social media and City Council File 21-0051. *Do we want to weigh in on this as a committee and perhaps as a board? This was a great intro to this conversation and how it affects our practices now and should in the future in regard to email, social media and verbal communications as board members and when we are wearing our non-board member hats., ie., acting only as a stakeholder and not a member of FTDNC. Many examples, scenarios discussed for illustration. Our goal for now is to help each other understand there is a difference, to be aware and do our best to act in good faith and continue to educate. At this time, no plan to draft a CIS on the City Council File, or submit feedback on the DONE Draft Policy. This to be an ongoing learning and education process.*
13. Walk on items from the floor – **Josie Zarate brought the idea of a Community based bulletin board (old school style where literature is posted such as meeting agendas) for Lake View Terrace at the 7-11 once the reconstruction is finished. Things to be considered include cost, who maintains, how to maintain, who installs, provides approved literature, etc. Josie to continue to research and present again with additional info or she may go to Budget. Much discussion as to pros and cons, upsides and possible issues.**

Past Agenda Items with Possible Action

14. Open discussion about possible partnering with existing community-based organizations (501 c3 status) to help facilitate events within our district, NPG's, working with our community based groups. CIP's – Community Improvement Projects, etc. **Due to meeting running past 9pm this tabled until next meeting.**
15. Website: Discuss continued updates and pages to be finished; Resources and NPG pages, Budget Page, training of Committee Chairs for admin of Committee pages. **Due to meeting running past 9pm this tabled until next meeting.**
16. Email Marketing Service – Discuss plan of action to start and implement this project: Mail Chimp or Constant Contact? Discussion to include cost, pros / cons of each service, transfer of existing email list to new website data base and previously collected emails entered to new website data base to start our "new" email list. – **Reiterated this project was / has been on hold until new**

website was up and running. As it now is, we could move forward. A new email data base needs to be created with all the collected emails from the past 2 years that this committee and the EQ committee collected at Outreach and EQ events in addition to adding any emails that currently exist (Kevin has said he has a list). As this is a daunting and time-consuming project that we can not find volunteers for this has not yet happened. Briefly discussed that this project could move forward without said email data list and collect emails as we go. However, most emails are gathered from events and we are currently not doing any of these due to Covid-19. As time did not permit further discussion no decision was reached - this will be on next month's agenda.

Housekeeping

17. Approval of January 25th Meeting Minutes – **Cindy made a motion to approve, Judi a second, motion to approve January minutes passed unanimously.**
18. Set date of next Outreach Committee Meeting for **March 22nd**
19. Adjournment - **Meeting adjourned at 9:06pm.**

*******PROCESS FOR RECONSIDERATION** - For information on the FTDNC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the FTDNC Bylaws at FTDNC.org.

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