

## Communications & Outreach Committee

### Meeting Minutes – September 7, 2010

1. Call to Order **7:35 PM**. Quorum Check.

**Present:** Jessie Kornberg

Tor Hyams

Nyla Arslanian

Barbara Ferris (Chair, pro tem)

**Absent:** Luisa Nubaravacharyan

**Guests:** Rex (?)

2. **Public Comments on Non-Agenda Items**

No public comment.

3. **Progress report (Kornberg) on one-page GGPNC email newsletter announcing Religious Seat and PROS Chair openings and discuss what else might be included in that newsletter. Discussion and possible action.**

**REPORT:** Kornberg reports on a monthly one-page newsletter to be sent via email. Suggests using the template supplied by Constant Contact (GGPNC uses Constant Contact online services for email management). The one-pager should include:

- A brief “Message from the President” (already provided by Ron Ostrow).
- Announcement of openings for Religious seat and PROS Committee Chair.
- Other content to be decided

Kornberg stresses time sensitivity due to upcoming deadlines for Religious Seat and PROS Chair applications. She also states that Constant Contact has a \$30/mo. distribution fee for the number of email addresses on the GGPNC email list. The fee must be authorized by the Board or the Executive Committee before she can activate the newsletter. If we wait to get expense authorization until after the Sept. 21 meeting time will have run out.

**DISCUSSION:** There was a general discussion of the purpose of a monthly one-page newsletter meant to work in concert with a “Contact Us” page on the GGPNC website. Kornberg says the idea is to have a way to communicate with stakeholders on a regular basis to remind email subscribers of upcoming issues and meetings. She would launch the initiative by creating the first one and sending it out. After that the Outreach Committee needs to assign tasks to produce the monthly newsletter.

**Hyams:** Should the editorial content of a monthly newsletter be reviewed by the board before publishing?

**Ferris:** Given that the purpose is mainly to announce upcoming meetings it’s neither practical nor efficient to require board editorial approval on every monthly newsletter. It would be better for the Outreach Committee to develop a succinct set of policies regarding content, such as the prohibition on using NC funds to lobby stakeholders.

**Arslanian:** In past newsletters committee chairs have been invited to submit brief items for newsletters and getting the submissions in has created delays in publication.

**Ferris:** We should keep the monthly newsletter to one page and just cover basic community news such as the arrest of the arsonist that was setting fires in the business district. In that case we only need to supply a headline and a hot link to the Los Feliz Ledger item that contains details of the fires and the arrest. Once a year a larger, hardcopy version would contain committee chair items.

**MOTION:** Hyams moves that “The Outreach Committee delegate to the GGPNC Secretary the responsibility of producing the September email newsletter in order to get it out in time for the upcoming Religious seat and PROS chair announcement.”

**SECOND:** Arslanian **PASSED: BY CONSENSUS**

**4. Discussion (Arslanian): Request for funding support for meeting of stakeholders (artists and arts organizations) of Barnsdall Art Park. Discussion and possible action.**

Arslanian reports that the City of Los Angeles is currently going through a process to reorganize Barnsdall Art Park by consolidating the four entities that currently administer the facility. The City intends to create a Request for Proposal (RFP) with the object of attracting one organization to administer the entire facility in a public/private partnership. The City’s move toward this management model has created confusion and fear among those with historical vested interest in Barnsdall and among stakeholders in general. An informational meeting is needed to clarify what is intended and to let everyone know what the current status is.

**DISCUSSION**

**Kornberg:** Of all communications from stakeholders received by the GGPNC, the Barnsdall reorganization is the second most frequently expressed concern. People are worried about what the City is proposing here.

**Arslanian:** The artists and arts organizations involved at Barnsdall are in the dark as well and very concerned. It’s difficult to get information about what’s actually happening. A meeting would help to let everyone know what’s being proposed and what’s actually happening, if anything. No funding is required at this time.

**MOTION:** Kornberg moves the following to be taken forward to the GGPNC Board at the September 21 General Board meeting: “The Outreach Committee requests that the GGPNC Board support an informational meeting to be held at Barnsdall Park to inform the public about the City’s proposed reorganization of that facility.”

**SECOND:** Hyams **PASSED: BY CONSENSUS**

**5. Discuss recruiting new members for the Outreach Committee. Discussion and possible action.**

**DISCUSSION:**

**Ferris:** The committee needs to take concrete steps to add members to the Outreach Committee.

**Hyams:** Suggests “MOU” with CD4 to refer stakeholders to Outreach Committee.

**Arslanian:** Not sure what is needed for outreach purposes.

**Kornberg:** More hands are needed to help with basic tasks such as door-to-door distribution (when needed) and IT expertise, etc.

**Ferris:** Recruitment aims should be focused on those who bring a ready network to the table, such as the Kiwanis and the Armenian Chamber of Commerce. We also need committee members who will roll up their sleeves and help to more equitably distribute the workload.

**Arslanian:** Suggests that the board make a rule that all board members are required to sit on at least three committees.

**Ferris:** The committee system is an ideal entry-level place to involve stakeholders and influencers. The Outreach Committee might attract those with expertise in marketing and efficient social networking. Suggests inviting Public Safety Committee Chair, Andrea Iaderosa to become involved with Outreach.

**Kornberg:** Andrea has an email list of 200 stakeholders interested in public safety.

**MOTION:** Ferris moves that “At the next regular Outreach meeting (November 9) each committee member endeavor to bring at least one name to recommend to the committee.” **SECOND:** Kornberg **PASSED: BY CONSENSUS**

## 6. Outline initial 12 month plan and timeline for over all outreach efforts

### a. Develop an initial plan, with important deadlines, for ongoing stakeholder surveys through the GGPNC Website.

**DISCUSSION:** The committee started with the May 2011 Appointment cycle and outlined an initial working calendar (see **Addendum** below).

**Ferris:** (Re surveys.) Last meeting we discussed establishing a monthly GGPNC survey. There was some question regarding the purpose and use of a survey. The object is two-fold: 1) to draw stakeholders in by finding out what they think and feel about their life in Los Feliz and 2) to start compiling statistical information to convey to government officials regarding stakeholder concerns and priorities.

**Hyams:** Surveys also help “brand” by getting the organization’s name in front of people-it’s a two-way street.

**Ferris:** The title proposed for the GGPNC survey is “The Daily Pulse” a sixty-second survey that would have new emphasis every month. It could appear on the GGPNC website and the monthly e-newsletter and have other applications as well.

**Arslanian:** How the questions are phrased is critical and needs to be carefully worked out.

**b. Discussion of using online social networking to expand awareness of and participation in GGPNC.**

**DISCUSSION:**

**Hyams:** A Facebook page would be a very good tool for Outreach. He has a (non-published) basic setup ready to go for GGPNC to have a Facebook page. It just needs additional info.

**Kornberg:** There is a Brown Act concern with Facebook. City governments have been taking their Facebook pages off-line.

**Arslanian:** Asks what the concerns are.

**Ferris:** Having a Facebook page doesn't cause an inherent Brown Act violation. The trouble comes when several public officials (in this case GGPNC board members) engage in discussion in that forum. It can be considered a "serial meeting" violation. The solution would be to prohibit Board members from commenting on the GGPNC Facebook page.

**Arslanian:** The East Hollywood Facebook page could be a good model to use for GGPNC.

**Kornberg:** If we go forward with a GGPNC Facebook page we can just complete the needed information by culling it from information already published on the GGPNC website.

**Hyams:** We could also use a "give-away" like a fridge-magnet that has GGPNC logo with website info and a small listing of emergency numbers.

**Arslanian:** Fridge magnets are very effective. People do keep them.

**Group:** General agreement that this is idea worth pursuing.

**Hyams:** We need to get price quotes

**Arslanian:** I have a source and I'll get some quotes for the next meeting.

**Ferris:** Proposes that the Outreach Committee plan a "Los Feliz Super Mixer" that includes the LFIA, the LFVBID, the Barnsdall Art Park Foundation, Franklin Hills Residents Assoc., Los Feliz Square, the Armenian Chamber of Commerce – Little Armenia Chapter, and other appropriate groups. The idea is to bring together the different groups that function separately within the boundaries of the GGPNC so that various community movers and shakers can meet one another.

**Group:** General agreement and enthusiasm for this idea. It's tentatively placed on the calendar for January 2010 (see attached Addendum).

The committee will take up the discussion again at the November meeting.

**7. Other Comments and Announcements:** None.

**8. Adjourn:** 9:20 PM

**ADDENDUM**

**2010/2011 Outreach Calendar (1<sup>st</sup> Draft)**

**SEPTEMBER 2010**

Religious Seat / PROS Committee Chair → E-Newsletter & Daily Pulse Survey

**OCTOBER 2010**

Regular E-newsletter begins  
New “Contact Us Page” is up.

**NOVEMBER 2010**

Social networking “Los Feliz Super Mixer” planning begins for January event.  
Contact fridge magnet quotes considered and design finalized  
Recruit new members for Outreach Committee

**DECEMBER 2010**

Encourage committee referral MOUs with Council District 4  
Annual, hardcopy newsletter design process begins  
“Los Feliz Super Mixer” planning continues

**JANUARY 2011**

Appointed seat outreach planning (this may move to December)

1. Determine selection procedure
2. Design and activate candidate outreach strategy

“Los Feliz Super Mixer” Event

**FEBRUARY 2011**

Appointed seat outreach begins  
Printed Newsletter – plan and execute

**MARCH 2011**

Appointed seat outreach continues  
Printed Newsletter – finalize, print and distribute

**APRIL 2011**

Appointed seat outreach continues  
Appointed seat candidate application deadline (date TBD)

**MAY 2011**

Appointed seat Board selection (early to mid-May, date TBD)