



**WINNETKA NEIGHBORHOOD COUNCIL  
OUTREACH & SOCIAL MEDIA COMMITTEE  
MEETING AGENDA**

c/o Winnetka Convention Center  
20122 Vanowen St., Winnetka, CA 91306  
[WinnetkaNC.com](http://WinnetkaNC.com) @WinnetkaNC  
Board@WinnetkaNC.com



Committee Chair	Committee Member	Committee Member	Committee Member	Committee Member
Lisa Reeber	Samantha Ludwig	Franklin Solis	Erick Lace	Jill Kline

## OUTREACH & SOCIAL MEDIA COMMITTEE MEETING MINUTES

Tuesday, October 22, 2019, 7:00 PM

Winnetka Convention Center, 20122 Vanowen St. Winnetka, CA 91306

(Located next to Winnetka Bowl, ground floor of hotel)

The Winnetka Neighborhood Council Outreach & Social Media Committee holds its regular meetings on the fourth Tuesday of every month and may also call any additional required special meetings in accordance with Winnetka Neighborhood Council Bylaws and the Brown Act. The agenda for a regular or special meeting is posted for public review within Winnetka, 91306, at the following location: **Winnetka Recreation Center, 8401 Winnetka Ave., CA 91306** and are available on our website at [www.winnetkanc.com](http://www.winnetkanc.com). You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at the website below:

<http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

The public may comment on a specific item listed on this agenda when the Committee considers that item. When the Committee considers the agenda item entitled "Public Comments," the public has the right to comment on any matter that is not specifically listed on this agenda yet is within the Committee's jurisdiction. The public is requested to fill out a "Speaker Card" to address the Committee on any agenda item before the Committee takes an action. The Speaker Card ensures that each speaker's name is complete and correct in the meeting's Minutes. Public Comment is limited to 3 minutes per speaker, but the Committee has the discretion to modify the amount of time for any speaker. Before a Committee vote on any item, any member of the public who has not filled out a Speaker Card will be accorded 1 minute to make a statement.

### 1. CONVENE MEETING (Roll Call, Introductions, Meeting Rules and Announcements)

Meeting convened at 7:15 pm. Ms. Reeber, Ms. Ludwig and Ms. Kline were in attendance.

### 2. COMMITTEE CHAIR UPDATE: (Reeber)

Ms. Reeber stated that due to upcoming holidays being the week of this monthly meeting, the meeting will be moved to the first week of month. No meeting will be held in November since that is a week away. The meeting will continue to be the first Tuesday of the month to spread out all the WNC Committee meetings.

### 3. PUBLIC COMMENT: Comments from the public on any items not specifically listed on this agenda [3 min]

No public comments.

### 4. NEW BUSINESS

#### A. Discussion and possible action to approve July 2019 meeting minutes

Ms. Ludwig motioned to accept the minutes as written. Ms. Reeber seconded the motion. Motion passed 2-0-1.

#### B. Discussion and possible action to approve August 2019 meeting minutes

Ms. Kline motioned to accept the minutes as written. Ms. Ludwig seconded the motion. Motion passed 3-0-0.

#### C. Discussion and possible action to approve September 2019 meeting minutes

Tabled to November

#### D. Review and possible action on the Valley Disaster Preparedness Fair concerning what went well and what can be done differently at future events.

The event was not well attended due to the Saddle Ridge fire directly north of event. However, all WNC Council members in attendance felt our table had great interest and 50 people signed up to be on mailing list. All giveaways brought to event were handed out in first 2 hours. An estimate of 175-200 people visited our table. Standing in front of table and engaging people as they walked by was very effective. For future events more clipboards and pens are needed. A cart for moving items from and to vehicles would be ideal.

- E. Discussion and possible action on Halloween Festival concerning staffing levels, set up items needed, giveaways, etc. Event is at the Winnetka Recreation Center from 3:00pm-7:00pm on October 31<sup>st</sup>.  
Mr. Lace will person the event. Ms. Ludwig will person the event for first half or more.
- F. Discussion and possible action on Bob Blumenfield's Emergency Preparedness Fair on November 9<sup>th</sup> from 10:00am-1:00pm at the District Office.  
Due to the area brush fires, this event has been postponed.
- G. Discussion and possible action on buying a Winnetka Neighborhood Council logoed canopy in order to present a proposal to the WNC Board at November 2019 meeting.  
Tabled to future month.
- H. Discussion and possible action on upcoming events:
  - i. Coloring Contest to determine distribution, costs, rules, etc.  
Samantha will bring coloring sheets to Halloween event and report back how it went.
  - ii. A Winnetka Neighborhood Council sponsored blood drive in December and possibly quarterly to determine cost, prior approvals needed, requirements, etc.
  - iii. A Winnetka Neighborhood Council sponsored talent show to determine if we want to pursue this event, when it would be, what is needed to present to WNC Board, etc.
  - iv. April-Spring Clean
  - v. May-Memorial Day Parade
  - vi. June-Movie Night
  - vii. July-Participate in a 4<sup>th</sup> of July event
  - viii. Other events as identified  
No discussion or action taken on any other items.

## 5. OLD BUSINESS

- A. Discussion and possible action on Event Action Calendar to track events and show deadlines to follow both before and after the event that will make for a successful event.  
Tabled
- B. Discussion and possible action on how to best utilize our social media outlets, set a posting schedule and assign committee member to each outlet as appropriate
  - i. Website
  - ii. Instagram  
Instagram account activated.
  - iii. Facebook
  - iv. NextDoor
  - v. Twitter
  - vi. Newsletter (printed and e-format)
  - vii. Others
- C. Discussion and possible action on finalizing types of outreach materials needed at all events and setting timeline for completion and committee member responsible for each.  
Tabled

## 6. GOOD OF THE ORDER AND ADJOURN MEETING No comments about other items. Meeting adjourned at 8:55 pm. Minutes taken by Lisa Reeber      Minutes Approved 2-4-20

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### 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 either:

- The Winnetka NC Board Secretary via email at [secretary@winnetkanc.com](mailto:secretary@winnetkanc.com), or
- The Winnetka NC President via email at [duebersax@winnetkanc.com](mailto:duebersax@winnetkanc.com).

### PUBLIC ACCESS OF RECORDS

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority of or all of the board in advance of a meeting may be viewed at our website: [www.winnetkanc.com](http://www.winnetkanc.com) 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 the Winnetka NC Board Secretary via email at [secretary@winnetkanc.com](mailto:secretary@winnetkanc.com).

