



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

c/o Winnetka Convention Center
20122 Vanowen St., Winnetka, CA 91306
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, July 7, 2020, 7:00 PM

Virtual Meeting Teleconference using Zoom

The public is encouraged to join the meeting by:

[1] going to [WNC Zoom](#) Password: WNCY0707

[2] Calling: (669) 900 6833 or (253) 215 8782 or (346) 248 7799 or (312) 626 6799 or (929) 205 6099 or (301) 715 8592 Webinar ID: 926 6230 7081 Password: 5165124
board@winnetknc.com | www.winnetkaNC.com | @winnetkaNC

The Winnetka Neighborhood Council Outreach and Social Media Committee holds its regular meetings on the first Tuesday of every month and may also call any additional required special meetings in accordance with its Bylaws and the Brown Act.

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, this Winnetka Neighborhood Council meeting will be conducted entirely telephonically. Every person wishing to address the Neighborhood Council must join meeting by going to WNC Zoom <https://zoom.us/j/92662307081?pwd=VldzUVo2M25DckgvZVYwZGxSZXVKQT09> and entering Meeting ID and Password.

Meeting ID: 926 6230 7081 Password: WNC0707

Or by dialing according to location at either +1 301 715 8592 US (Germantown) or +1 312 626 6799 US (Chicago) or +1 346 248 7799 US (Houston) or +1 669 900 6833 US (San Jose) or +1 929 205 6099 US (New York) or +1 253 215 8782 US (Tacoma) or by dialing toll-free at either 888 475 4499 or 833 548 0276 or 833 548 0282 or 877 853 5257 and entering the meeting ID and password.

Meeting ID: 926 6230 7081 Password: 5165124

Or by One tap mobile +13017158592,,92662307081#,,,0#,,5165124# US (Germantown) +13126266799,,92662307081#,,,0#,,5165124# US (Chicago)

Find your local number: <https://zoom.us/j/92662307081?pwd=VldzUVo2M25DckgvZVYwZGxSZXVKQT09>

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS

Instructions on how to sign up for public comment will be given to listeners at the start of the meeting, or per the following:

[1] emailing board@winnetknc.com, [2] by clicking the 'raise hand' button via Zoom during the period allotted for public comment, or [3] by dialing *9 (if joining the meeting via telephone) to 'raise hand' during the period allotted for public comment when prompted by the presiding officer, to address the Committee on any agenda item before the Committee takes an action on an item. Comments from the public on agenda items will be heard when the respective item is being considered.

GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Comments from the public on other matters not appearing on the agenda that are within the Committee's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Committee 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 Committee meeting. Public comment is limited to 3 minutes per speaker, unless adjusted by the presiding chair of the Committee.

PUBLIC POSTING OF AGENDAS

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. You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at the website: <https://www.lacity.org/subscriptions>

1. CONVENE MEETING (Roll Call, Introductions, Meeting Rules and Announcements) -2 minutes

Meeting convened at 7:05 pm, with quorum. Committee members present: Lisa Reeber, Jill Kline, Samantha Ludwig. Committee members absent: Erick Lace, Franklin Solis. Also present: David Uebersax

2. COMMITTEE CHAIR UPDATE: (Reeber) - 2 minute No update this month.

3. PUBLIC COMMENT: Comments from the public on any items not specifically listed on this agenda -6 minutes
There were no requests for public comment.

4. NEW BUSINESS

A. Discussion and possible action to approve February 2020 meeting minutes -2 minutes
Jill moved to accept February 2020 minutes as submitted. Samantha seconded the motion. There was no discussion and a vote was taken. Jill-Yes, Samantha-Yes, Lisa-Yes. Motion passed 3-0-0

B. Discussion and possible action on the Outreach budget for WNC Budget-Fiscal Year 2020-2021 -10 minutes

Jill stated that having scheduling software for social media posts would be beneficial. She offered to talk to our webmaster and then make a proposal at a future OSM meeting.

Samantha suggested that donations to the West Valley Food Bank, which is highly utilized by Winnetka residents, be put in the budget. When the overall WNC budget for FY 20/21 is approved we will address this suggestion further.

Lisa suggested that ordering masks with the WNC logo for distribution to Winnetka stakeholders would be beneficial. Lisa will get a few quotes and bring to future meeting.

C. Discussion and possible action on increasing stakeholder awareness of WNC and increasing participation on committees -20 minutes

Past discussions have included mentions of street light banners, bus bench adverts and banners at local businesses. Are these feasible? What other ways can we let stakeholders know about us and get them excited about participating?

Jill suggested that we can pay to boost our social media posts

Samantha suggested that we meet with non-profits to see how WNC can help them

Jill suggested we can go out to businesses and organizations to develop relationships. She mentioned using a Power Map which she saw during a Congress of Neighborhoods workshop. Jill will look for this and bring to future meeting.

Lisa suggested we welcome and introduce WNC to all new residents. Lisa will contact Blumenfield and the USPS to see how to find new residents. David suggested talking to Jasmine from DONE and the Winnetka Chamber of Commerce.

David suggested WNC can host a speaker series

D. Discussion and possible action on the issue of many open Board seats, committee member seats and liaison seats – 15 minutes

Do we need to re-think the committees we have? Do we need to combine some committees?

How should the WNC Board ensure that all Board members are serving on a committee, acting as a liaison, etc.

David states that not all liaisons are mandated.

Lisa stated that all board members are supposed to serve on at least one committee per the by-laws.

Samantha suggested that to increase the level of commitment before even being elected to board that all potential board members attend at least 2 meetings

Lisa asked about combining committees. Discussion that followed deemed this as not needed at this time.

David said that he will add this to the July agenda for the board as a whole.

E. Discussion and possible action on request from Board asking this committee to determine how to monitor citywide actions, events, motions, etc to determine if there needs to be Board action. -15 minutes

All members made suggestions which included City Council agendas, DONE, Liaisons, Alliances and Council File system. More to be discussed at future meeting.

5. OLD BUSINESS

A. Discussion and possible action on virtual events to effectively reach stakeholders in lieu of in person

events – 15 minutes

One possible “event” can be an art/mural solicitation for installation around Winnetka
Item will be discussed at future meeting.

B. Discussion and possible action on Newsletter -20 minutes

- i. Review of cost estimates gathered by Ms. Reeber
- ii. Determine the number of pages and the section topics

A work session was scheduled for July 28th from 7-9 pm where the newsletter will be discussed at length.

C. Discussion and possible action on what to post to social media for next month – 10 minutes

- i. Review posting timeline, determine postings for month and determine who will do each

Each committee member agreed to write one article for submission to any appropriate social media outlet.

6. GOOD OF THE ORDER AND ADJOURN MEETING -1 minutes

No further comments were made and meeting was adjourned at 9:00 pm.

Meeting minutes taken by Lisa Reeber, Committee Chair

Minutes approved on

THE AMERICANS 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, or
- The Winnetka NC President via email at duebersax@winnetkanc.com.

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 at our website: 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.

RECONSIDERATION AND GRIEVANCE PROCESS

The Board may reconsider and amend its action on items listed on the agenda if that reconsideration takes place immediately following the original action or at the next regular meeting. The Board, on either of these two days, shall: (1) Make a Motion for Reconsideration and, if approved, (2) hear the matter and Take an Action. If the motion to reconsider an action is to be scheduled at the meeting following the original action, then two items shall be placed on the agenda for that meeting: (1) A Motion for Reconsideration on the described matter and (2) a {Proposed} Action should the motion to reconsider be approved. A Board member who has previously voted on the prevailing side of the original action taken can only make a motion for reconsideration. If a motion for reconsideration is not made on the date the action was taken, then a Board member on the prevailing side of the action must submit a memorandum to the Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall all be in compliance with the Brown Act.

PROCESS FOR FILING A GRIEVANCE

Any grievance by a Stakeholder must be submitted in writing to the Secretary of the Board of Directors. The Secretary shall then within no more than 30 days refer the matter to an ad-hoc grievance panel comprised of 3 Stakeholders who are randomly selected by the Council Secretary from a list of Stakeholders who have previously expressed an interest in serving from time to time on such a grievance panel. The Secretary will coordinate a time and a place, not to exceed 10 days, for the panel to meet with the person(s) submitting a grievance and to discuss ways in which the dispute may be resolved.

Thereafter, a panel member shall promptly prepare a written report to be forwarded by the Secretary to the Board to be heard at the next board meeting outlining the panel's collective recommendations for resolving the grievance. The Board of Directors may receive a copy of the panel's report and recommendations prior to any meeting by the Board, but the matter shall not be discussed among the Board members until the matter is heard at the next regular meeting of the Board pursuant to the Ralph M. Brown Act.

This formal grievance process is not intended to apply to Stakeholders who simply disagree with a position or action taken by the Board or a committee at one of its meetings. Those grievances can be aired at the appropriate meeting. This grievance process is intended to address matters involving procedural disputes, e.g., the Board's failure to comply with the Board's Rules or Bylaws, or its failure to comply with the City's Charter, the Plan, local ordinances, state law, and/or federal law.

If a grievance cannot be resolved through this grievance process, the complainant has the right to appeal the matter to the Department of Neighborhood Empowerment for consideration or dispute resolution.

SERVICIOS DE TRADUCCION

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 Dias de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA AYUDA CON ESTA AGENDA, POR FAVOR LLAME A NUESTRA OFICINA AL (310) 562-3268.