



**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, August 04, 2020, 7:00 PM

Virtual Meeting Teleconference using Zoom

The public is encouraged to join the meeting by:

[1] Going to <https://zoom.us/j/98204920913?pwd=aERQR1Y1NG5NUnFmMzJtbzFQeHdTQT09>

Meeting ID: 982 0492 0913 and Passcode: WNCOC0804

[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 or Toll Free at 888 475 4499 or 833 548 0276 or 833 548 0282 or 877 853 5257

Webinar ID: 982 0492 0913 Passcode: 844681468

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/98204920913?pwd=aERQR1Y1NG5NUnFmMzJtbzFQeHdTQT09> and entering Meeting ID and Password.

Meeting ID: 982 0492 0913 and Password: WNCOC0804

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: 982 0492 0913 and Password: 844681468

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

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 was convened at 7:03 pm. Jill Kline, Samantha Ludwig and Lisa Reeber were in attendance. Celia Vasquez arrived at 7:11pm.

2. COMMITTEE CHAIR UPDATE: (Reeber) - 1 minute

No update was given.

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

4. NEW BUSINESS

A. Discussion and possible action to approve July 2020 meeting minutes -2 minutes

Jill moved to approve minutes and Samantha seconded the motion. There was no discussion and a vote was taken. Jill, Samantha and Lisa voted yes. Minutes approved 3-0-0

B. Discussion and possible action on the current committee membership -5 minutes

Two members are possibly resigning from committee and one person is requesting to be added as a member.

Emails were sent to Erick Lace and Franklin Solis, asking for confirmation that each wanted to remain on the committee after several months of no attendance. A response was requested to stay on committee. Franklin responded to email and asked to stay on committee. No email was received from Erick Lace. Celia Vasquez was asked to join committee as an official member and she accepted.

C. Discussion and possible action on the Outreach budget for WNC Budget-FY 2020-2021 -15 minutes

i. Update on cost of WNC logo masks

An initial call to local mask making businesses resulted in rough estimates of \$3 and up per mask. Samantha stated that the budget has \$3000 for promotional items for Outreach. Jill suggested we look at hand sanitizer as well. Samantha stated face shields are an option too but that cloth is what is being recommended. Samantha suggested that the amount of hand sanitizer be limited due to expiration concerns and that stickers with logo be put on hand sanitizer to save on the cost. Committee decided to do more research for masks and hand sanitizer with max budget of \$3000. Lisa will do more research on masks; Jill will do more research on hand sanitizer and Samantha will see if Sutter Middle School can be utilized for the distribution.

ii. Update on cost of scheduling software

Jill reported suggested Hootsuite with a monthly cost of \$49 or an annual cost of \$400. That price allows for 10 outlets and streams. Nextdoor is not supported by Hootsuite at this time.

iii. Update on budget approval for WNC FY 20/21 Budget

Samantha reports no update available.

D. Discussion and possible action on increasing stakeholder awareness of WNC and increasing participation on committees -25 minutes

i. Updates on suggestions from past meetings: boosting social media posts, developing relationships with businesses and organizations, meeting with non-profits, making a Power Map and contacting new residents

Jill reported she could not get the requested information on Power Maps she referred to at previous meeting. She will make her own template and send to committee members.

ii. Develop a proposal for a Speaker Series

Committee will look into partnering with adjacent Neighborhood Councils to develop the series. Topics and frequency will be determined.

E. Discussion and possible action on the issue of many open Board seats, committee member seats and liaison seats –10 minutes

Jill recommends paying for our posts on Facebook to be boosted. The posts will be about our need for members. She states \$50 will be enough. Committee supports this suggestion and Jill will ask for board approval at next Board Meeting.

F. 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. -20 minutes

The following sources will be utilized for monitoring actions that need board discussion and/or communication with stakeholders.

- DONE emails and newsletters: monitored by each committee for pertinent actions pertaining to committee's responsibility.
- City Council Motions and Council Files: monitored by each committee as above; alliance liaisons will report to board any actions identified at alliance meetings.
- Liaisons for VANC, LANCC, Sustainability, PlanCheck, Budget Advocates, Homelessness and any other future liaison positions will report to board relevant information that was discussed at alliance meetings.

5. OLD BUSINESS

A. Discussion and possible action on virtual events to effectively reach stakeholders in lieu of in person events – 10 minutes

One possible "event" can be an art/mural solicitation for installation around Winnetka. Do we want to hold off on any event until the newsletter is finished?

In depth discussion will be held at a future Outreach Committee meeting.

B. Discussion and possible action concerning posting to social media – 5 minutes

i. Review posting timeline-make any needed changes

Jill will be responsible for all posting timelines and will request assistance as needed

ii. determine postings for month and person responsible

Each committee member will pick a topic and submit a 2 or 3 paragraph write-up for posting

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

There were no further items brought up for discussion. Meeting was adjourned at 8:54 pm.

Meeting minutes were taken by Lisa Reeber, Committee Chair

Meeting minutes approved on 9-3-20

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.