



**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, February 4, 2020, 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 first 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 is 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 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) -2 minutes
Meeting convened at 7:11 pm. Ms. Reeber and Ms. Kline in attendance. Ms. Ludwig arrived at 7:43 pm. Mr. Solis and Mr. Lace were absent.
- 2. COMMITTEE CHAIR UPDATE:** (Reeber) -1 minute
Meetings will continue the first Tuesday of month.
- 3. PUBLIC COMMENT:** Comments from the public on any items not specifically listed on this agenda -5 minutes
No public comment.
- 4. NEW BUSINESS**
 - A. Discussion and possible action to approve September 2019 meeting minutes -2 minutes
Ms. Ludwig motioned to accept the minutes as written. Ms. Kline seconded the motion. There was no discussion. Vote taken and motion passed by unanimous voice vote.
 - B. Discussion and possible action to approve October 2019 meeting minutes -2 minutes
Ms. Ludwig motioned to accept the minutes as written. Ms. Kline seconded the motion. There was no discussion. Vote taken and motion passed by unanimous voice vote.
 - C. Discussion and possible action to approve January 2020 meeting minutes -2 minutes
There was no quorum for January's meeting.
 - D. Discussion and possible action on how to increase stakeholder awareness and participation concerning -20 minutes
 - i. Winnetka Neighborhood Council in general
 - ii. Winnetka Neighborhood Council Committees

Item tabled indefinitely.

- E. Discussion and possible action on Newsletter and other Social Media platforms -25 minutes
- i. What information should be provided to stakeholders in Newsletter (what content) [Item tabled until next month.](#)
 - ii. Develop a Social Media Posting Guideline and Schedule
 - a. **Website** [Jill suggested we ask our webmaster for recommendation on frequency. Until recommendation is received it was agreed that 3 times a month the committee will submit an item for posting on website. Ms. Reeber agreed to submit something from the February general meeting by February 13, 2020. Ms. Ludwig agree to submit an item concerning the WNC grant to Cleveland High School by February 20, 2020. Ms. Kline agreed to submit an item concerning the WNC grant to the Foundation for the Preservation of the Santa Susana Mountains by February 27, 2020. Ms. Kline agreed to discuss frequency with webmaster.](#)
 - b. **Facebook** [Ms. Kline states that she thinks the webmaster posts to Facebook 2 x per week, but will discuss a recommended frequency. Both the webmaster and Ms. Kline can post and both monitor all comments. Ms. Kline states that WNC President Mr. Uebersax posts concerning the PLUM and PWT committees and then monitors any comments. It was agreed that the Outreach committee via Ms. Kline will post before a monthly or committee meeting about the date and time of meeting. If a committee wants to share something that happened in committee meeting, the committee can do so via Ms. Kline or the webmaster.](#)
 - c. **Instagram**
[The same as for E.ii.b. Facebook.](#)
 - d. **Twitter** [Tabled](#)
 - e. **NextDoor** [Ms. Kline suggested that, for now, we post the WNC monthly calendar. Ms. Kline will look this outlet further to obtain password and posting rules.](#)
- F. Discussion and possible action on Winnetka Centennial in 2022 -20 minutes
- i. Review and fine-tune the questionnaire to be posted on WNC website asking stakeholders how they want to celebrate
 - ii. Set initial loose timeline
[Tabled](#)
- G. Discussion and possible action on Outreach giveaways in preparation for submitting to WNC Board for WNC Budget-Fiscal Year 2020-2021 -10 minutes
[Tabled](#)

5. OLD BUSINESS

- A. Discussion and possible action on upcoming events -10 minutes
- i. April-Spring Clean
 - ii. May-Memorial Day Parade
 - iii. July-Participate in a 4th of July event
 - iv. October-Valley Emergency Preparation Fair
 - v. October-WRC Halloween Event
 - vi. Other events as identified (What other events can we participate in vs host until Outreach committee participation increases)
[No discussion needed this month.](#)
- B. Discussion and possible action on types of outreach materials needed -20 minutes
- i. What type of materials should WNC have at all events and do current materials need updated
 - ii. What materials should be distributed throughout the community and do current materials need

updated

iii. Set timeline for completion and assign person responsible.

Ms. Ludwig suggested we first discuss office and outreach supplies we need. A list of items was developed and will be presented to the WNC board at the monthly meeting on February 11, 2020. A list of potential items to order for Outreach giveaways was started and will be continued next meeting. Ms. Ludwig agreed to order the spinning wheel that was approved.

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

No further items were called for discussion. Meeting adjourned at 8:57 PM.

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, 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.