

WINNETKA NEIGHBORHOOD COUNCIL
CITY OF LOS ANGELES
CALIFORNIA

COMMUNICATIONS & OUTREACH
COMMITTEE

CHAIR VICE CHAIR
Chris Jurgenson Jacque Lamishaw
MEMBERS

JJ Popowich



WINNETKA NEIGHBORHOOD
COUNCIL

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From: J.J. Popowich, Secretary
Date: October 11, 2004
Subject: C & O Meeting Minutes for 10/11/04

1. **The meeting was called to order at 6:30 PM**
2. **Roll Call:** The following Committee members were in attendance.

Jacque Lamishaw	Chris Jurgenson	JJ Popowich
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Mr. Jurgenson requested a full copy of the meeting minutes from last meeting.
Mr. Popowich said he will provide them for review.

3. **Discussion and possible action on developing plans for conducting outreach, including the location of new posting places, and any other ideas on how to get the word out about the WNC.**

3.1. Mr. Jurgenson introduced the agenda item and asked for an update on new posting places.

3.1.1. Ms. Robinson said she has an appointment with the bank manager tomorrow to discuss posting at the bank.

3.1.2. Mr. Jurgenson asked about the other outreach she had mentioned like posting at a church.

3.1.3. Ms. Robinson responded that she has an appointment with Mr. Popowich on October 22nd at St. Joseph the Worker's Church.

3.1.4. Mr. Popowich asked if they can reschedule the meeting due to another appointment that he had forgotten about.

3.1.5. Ms. Robinson said they can postpone it until the following Friday the 29th.

- 3.2. Mr. Jurgenson asked if anyone else had any additional places.
- 3.3. Ms. Lamishaw said that the committee should canvass the businesses going up one side of the street and down the other until we have reached them all and ask if we can post.
- 3.4. Mr. Jurgenson asked if there were any prohibitions on what we can hand out for outreach.
 - 3.4.1. Mr. Popowich said that we can pass out any material we want as long as the Committee agrees on it and we have it printed.
- 3.5. Ms. Lamishaw handed out a copy of a pamphlet by D.O.N.E. that she is trying to get a quantity of so we can hand them out. She is trying to get 1000-1500.
 - 3.5.1. Mr. Jurgenson asked if we can just pick them up at their Van Nuys office.
 - 3.5.2. Ms. Lamishaw said they rarely have anything in bulk at that office.
 - 3.5.3. Mr. Jurgenson said that the pamphlet had some great info and that we can even use some of it in our various publications.
- 3.6. Ms. Lamishaw said that she and Ms. Robinson are going to complete a flyer for the WNC – WCC mixer that is scheduled for December. She has also spoken to Ricky Gelb and he has agreed to sponsor up \$300 to \$350 for the mixer which should cover most of the cost. She reiterated that they need to canvass the businesses to drop off the flyers.
- 3.7. A discussion followed about how to canvass and the efforts of what has been tried in the past.
- 3.8. Ms. Robinson confirmed that they will finalize the mixer flyer by Wednesday so that it can be included in the WCC's mailing being done by Valley Village.
 - 3.8.1. Mr. Jurgenson asked if we can use the Valley Village to do our mailing for the WNC.
 - 3.8.2. Ms. Lamishaw said that Valley Village was only mailing out to the WCC members and that it would be too large for them to mail out to the WNC.
 - 3.8.3. Mr. Jurgenson asked if we had a list of all of the businesses in Winnetka.
 - 3.8.4. Ms. Robinson said that she only had a list for about 200 WCC members.
 - 3.8.5. Ms. Lamishaw pointed out that we actually have more than one zip code on our boundaries. We have some that are in a Northridge zip code.
 - 3.8.5.1. Ms. Robinson said that some of them opted out of Winnetka.
 - 3.8.5.2. Ms. Lamishaw agreed but that they were still within the boundaries of the WNC.

- 3.8.5.3. Mr. Jurgenson asked if there was a way to get an address for all the business in Winnetka.
- 3.8.5.4. Ms. Lamishaw agreed this could be done. She went on to say that she has heard from Ability First which is just outside the WNC boundary and they would like to join with the WNC. She said they are not getting any attention or support from Woodland Hills.
- 3.8.5.5. Mr. Jurgenson asked what Woodland Hills would have to say about that.
- 3.8.5.6. Mr. Popowich agreed that Woodland Hills would likely fight the annexation of any territory.
- 3.8.5.7. Ms. Lamishaw said that they get no support from Woodland Hills.
- 3.8.5.8. Mr. Jurgenson cautioned we should be careful.

4. Update, discussion, and possible action on plans for the Oktoberfest outreach efforts. Including finalization of plans for the booth, promotional items to be distributed.

- 4.1. Mr. Jurgenson introduced the next item on the agenda. He passed out pens that he has had printed up for give away promotional items. He said they were the best quality pens he could find at a low price.
 - 4.1.1. Ms. Lamishaw commented they were good.
 - 4.1.2. Mr. Popowich commented these are great pens.
 - 4.1.3. Mr. Jurgenson said he got a deal that included lower set up fees for the pens then normal and no taxes because they were ordered out of state. He said he paid \$0.40 for each pen.
 - 4.1.4. This was followed by a brief discussion on what other types of pens were available and what might be done in the future.
 - 4.1.5. Ms. Lamishaw asked how many pens were done.
 - 4.1.6. Mr. Jurgenson said he had ordered 500.
- 4.2. Ms. Robison said that we are set for Oktoberfest. She said Ms. Lamishaw will be bringing a canopy and tables. She has chairs.
- 4.3. Ms. Lamishaw brought out some baskets that they have done for give away and prizes.
 - 4.3.1. Mr. Jurgenson asked how many we have and how would we be giving them out.
 - 4.3.2. Ms. Lamishaw said we have 10 with different items. She went on to say that we will give away two on Friday, and four each on Saturday and Sunday. She also said we would have a grand prize which was a Mickey Mouse desk top set.

The grand prizes will be awarded to those that fill out a contact sheet for the WNC which will ask them for name, address, phone, and email address.

- 4.3.3. Mr. Jurgenson said we shouldn't be excluding those without email addresses.
- 4.3.4. Mr. Popowich reminded everyone that we want to keep some pens to give away at the table and not put all of them in the give away items.
- 4.3.5. Ms. Lamishaw said they can just keep them when they fill out the forms.
- 4.3.6. Mr. Jurgenson asked if there were a high number of children attending the Oktoberfest.
- 4.3.7. Mr. Burgess said there was.
- 4.3.8. Ms. Lamishaw said we have lots of other things to give away as well.
- 4.3.9. Mr. Jurgenson suggested we make grab bags instead of giving out the other items.
- 4.3.10. Ms. Lamishaw agreed and suggested we do a treasure chest instead.
- 4.3.11. Mr. Jurgenson agreed as long as we're doing outreach.

5. Update, discussion, and possible action on finalizing the WNC Flyer to be distributed at events for recruiting.

- 5.1. Mr. Jurgenson introduced the next item and said he thought the flyer was great.
- 5.2. Mr. Popowich handed out the flyer for everyone to look at. He pointed out that the second picture was going to be changed.
- 5.3. Mr. Jurgenson said that he quotes on printing.
 - 5.3.1. Ms. Lamishaw said that she has spoken to a potential member of the WCC and they have agreed to match or beat any quote the WNC might bring in to them from another printer. (The printer's name is Atlas Printing)
 - 5.3.2. Mr. Jurgenson said he has been working with the Copy Center on Vanowen and they are discussing printing on a heavier paper stock.
 - 5.3.3. Ms. Lamishaw suggested that they also contact Office Depot since the city has a contract with them.
 - 5.3.4. Mr. Jurgenson said that he is trying to promote local businesses within Winnetka.
 - 5.3.5. Ms. Lamishaw said that we can still contact Office Depot and then take that quote to Atlas who will match or beat it.
 - 5.3.6. Mr. Jurgenson agreed but said that we need to move on this now.

- 5.3.7. Mr. Popowich agreed and said we really need to address this tomorrow.
- 5.3.8. Mr. Jurgenson agreed to get one more quote and see if the new printer will match those prices.
- 5.3.9. Ms. Lamishaw pointed out that we need to be at or below \$0.14 per page.
- 5.3.10. Mr. Jurgenson asked where she found that rate.
- 5.3.11. Mr. Popowich reminded everyone that the news magazine is different from the flyer.
- 5.4. Mr. Jurgenson brought the discussion back to the flyer. He said he would help with the pictures. He asked Mr. Popowich when he can have the PDF files.
 - 5.4.1. Mr. Popowich said he can have them tomorrow. He offered to post them on the Board Only web site, and they can be retrieved from there. He could also do a CD as Mr. Jurgenson requested. He then asked how many copies we were looking at making.
 - 5.4.2. Mr. Jurgenson suggested about 500 copies.
 - 5.4.3. Ms. Lamishaw asked what else we would be using these for.
 - 5.4.4. Mr. Popowich said they would be the main tool for outreach. We would hand them out wherever we do outreach.
 - 5.4.5. Mr. Jurgenson asked how many attendees would be at the Oktoberfest.
 - 5.4.6. Ms. Robinson said she could also include some of these in the WCC mailing.
 - 5.4.7. Ms. Lamishaw said that would be fine as long as she was doing it on her own.
 - 5.4.8. Ms. Robison said that she would.
 - 5.4.9. There was a discussion on the various ways these would be used and handed out. It was decided that a couple thousand would be needed eventually.
 - 5.4.10. This was followed by a brief discussion about how to lower costs through volume and what type of printing to use (copy vs. printer).
 - 5.4.11. Mr. Jurgenson said he was going to offer the printer a by line to say where it was printed if he can get a further break on costs. All agreed this was a great idea.

6. Discussion and possible action on the following motion:

“The WNC Communications & Outreach Committee shall recommend the committee be split in two; forming a Communications & Media Committee and an Outreach & Events Committee. Furthermore the Outreach Committee will focus on the WNC

Newsletter, printed media, events, and physical Outreach efforts of the Board members.” (Lamishaw-Popowich)

- 6.1. Mr. Jurgenson opened the next agenda item and passed out a copy of what he originally thought the committee structure should be. He went on to explain he had originally envisioned an Outreach Committee with various sub committees such as web sites, communications, walking man, and events.
- 6.2. Ms. Robinson asked what he meant by walking man.
- 6.3. Mr. Jurgenson said someone to walk and hand these out and asked for clarification on what everyone else thought a walking man was.
- 6.4. Ms. Robinson explained they were typically a company hired to distribute flyers. She went on to say that she does feel as a stakeholder that the committees should be separated into communication and outreach.
 - 6.4.1. Mr. Jurgenson commented that they really go hand in hand.
 - 6.4.2. Ms. Lamishaw said that she thinks that radio and TV really are different and should be separated out.
 - 6.4.3. Mr. Jurgenson commented they really are the same thing and all falls under outreach.
 - 6.4.4. Ms. Lamishaw stated that they really are different. She went on to say that right now to be honest with everyone we have a committee of three and the majority on this committee would not vote for a TV show. She advised Mr. Jurgenson that he would be better off breaking off the media portion of this committee into a separate one and then he can pursue what he wants to pursue. She feels that the cost is just too great and she can't support it.
 - 6.4.5. Mr. Jurgenson responded by asking her to show him the cost for this because he's never provided it.
 - 6.4.6. Ms. Lamishaw stated that a long time ago he had shared with her that the cost would be at least \$15,000.00 to do this right. She went on to say he said he would need a camera and computers and software, and even said that he would have to hire some people to do the work.
 - 6.4.7. Mr. Popowich said that the problem is cost and effort. He went on to say that if you want to do this then it should be done on a regional scale. In fact he stated he would even assist and work with Mr. Jurgenson if this was done with others. Otherwise he will not support the efforts.
 - 6.4.8. Mr. Jurgenson said that the time it takes to do anything with others and with the city would be too long. The effort to get through the city is just too much. He said that a cable show would really be the most cost effective way to reach thousands of people. He then showed the committee various examples of shows he's done in the past.

- 6.4.9. Mr. Popowich stated that there was never a question of Mr. Jurgenson's abilities.
- 6.4.10. Mr. Jurgenson went on to explain that his first show would be on Emergency Preparedness. He has spoken to the Captain of LAFD station 104 and he has agreed to be on a 28 minute show. He envisioned a city certified person like Mr. Popowich who is certified, and very telegenic, interviewing the captain about where to go and what to do in an emergency. He went on to say we can even hook up the City's main director of emergency preparedness for the program.
- 6.4.11. Ms. Lamishaw asked how anyone would know the show existed.
- 6.4.12. Mr. Jurgenson said that we will have to put it in the newsletter, flyers, and on the web site. Then we can do it in chapters for the annual DVD. He went on to say that yes they may have to hire a cameraman for some shoots.
- 6.4.13. Ms. Lamishaw asked again how much.
- 6.4.14. Mr. Jurgenson said a few hundred. Maybe \$300.00. He went on to explain that he has been working with Warner Cable to use their studios. He stated he has been moving forward on this because it's a brilliant idea.
- 6.4.15. Ms. Lamishaw asked how many it would reach.
- 6.4.16. Mr. Jurgenson said it would reach about 11,000 stakeholders.
- 6.4.17. Mr. Robinson asked about those with dishes and those that don't subscribe to cable.
- 6.4.18. Mr. Jurgenson said we would still have the DVD.
- 6.4.19. Mr. Popowich said that he supports the project and thinks it's a great idea, but just not for Winnetka. He reiterated that this is more of a regional project. He said if it's done regionally he would support it. If not, he will not vote to spend one single penny on the project as it is. He suggested that Mr. Jurgenson take it to the VANC.
- 6.4.20. Ms. Lamishaw said she doesn't think it's a regional project. She said that if we do enough things in a quarter and we do the interviews it could work. She went on to say that she didn't have a problem with spending money for the project for supplies, but no money to pay anyone to work on it. She also said she would not spend any time on the project. She continued that if Mr. Jurgenson wants to do it on his own time and works with the students and has the Board's support then she would vote for it.

Ms. Lamishaw then stated that with all due respect if that is what Mr. Jurgenson wants to do then she would like him to relinquish the oversight of the newsletters and print items and let Mr. Popowich, Ms. Robinson, and her work on these other things. She finished by stating that she felt that Mr. Jurgenson would be very busy if he did this along with his regular job.

- 6.4.21. Mr. Jurgenson said he is all for it being more of a team project.
- 6.4.22. Ms. Lamishaw said a team is fine but they don't have to be Board members.
- 6.4.23. Mr. Jurgenson said he can't do it without support. He said that awhile back he had handed her a document that she was going to give to Mr. Popowich for distribution that introduced this idea and at the time she supported it. They both thought it was a great idea.
- 6.4.24. Ms. Robinson said that she felt it was a great idea and if it can be branched out to include Canoga Park and Reseda it would be great.
- 6.4.25. Mr. Jurgenson indicated that it wasn't necessary and it would be too hard to get all three or more councils to work together. He then pointed out that he heard a recent interview with the Communications Chair for the City Council that referenced the City of Jacksonville, FL, which has 7 – 8 TV stations with unique stories on their city which would fit within the boundaries of the WNC. There are more than enough stories for WNC.
- 6.4.26. Ms. Robinson pointed out that that LAFD station 104 doesn't cover everyone.
- 6.4.27. Mr. Popowich agreed and stated that he would have to have clearance from Chief Gaffney before he spoke to anyone.
- 6.4.28. Mr. Jurgenson said that the point is he can do a show which would direct everyone what to do in a case of emergency and where to go.
- 6.4.29. Mr. Popowich said he just doesn't think this is a good idea. He said we should focus on reaching out to the WNC and not everyone else. He went on to state that he drives down the streets in Winnetka and looks at house and realizes that no one even knows who he is or who the WNC is.
- He went on to say that he is up for re-election in January and he has to stand up in front of his constituents and tell them why they don't have a newsletter or why they don't have any projects completed. He said that he can't stand by and let this go. They don't know we are here because this committee has been spinning its wheels month after month talking about getting things done. This week he's made the decision that he will just have to do the newsletter because no one else is.
- 6.4.30. Mr. Jurgenson responded that it is cost effective. Plus he said that all the effort will also go towards the DVD. He said he could have done the show if people had just supported him. No one has.
- 6.4.31. Ms. Lamishaw asked him about using the interns he wanted to get.
- 6.4.32. Mr. Jurgenson responded that he had the letter done but that it was pushed back.

- 6.4.33. Mr. Popowich agreed it was pushed back and it's all in the minutes. It was pushed back because we didn't have an office and we didn't have anything for them to do.
- 6.4.34. Mr. Jurgenson said it could be done without an office. We can use the studios for free and the broadcast is free. He said we should just get this out. We are all together and we all have the same goals in common. We are here to benefit the stakeholders of Winnetka. We all have talents we just have to utilize them.
- 6.4.35. Ms. Robinson asked if all of this could be done within the budget without Mr. Jurgenson coming back to the Board for \$5000 more.
- 6.4.36. Mr. Jurgenson said he could do it. He said he is even willing to do just one show and see how everyone likes it. If they don't then they won't do anymore. He went on to say that just doing the DVD is not cost effective at all.
- 6.4.37. Mr. Robinson asked if he really thought people would see the show.
- 6.4.38. Mr. Jurgenson said yes. We have to promote it using the news magazine, flyers, and web site as a three pronged approach. He went on to say that he thinks we should postpone the motion to split the committee.
- 6.4.39. Ms. Lamishaw said that she thinks we need to do this now and not wait. She thinks we should give him the opportunity to focus on what he wants to do while we do what has to be done for outreach.
- 6.4.40. Mr. Jurgenson asked for clarification on what she was saying. Does she want him to not do the layout or photos or anything for the magazine?
- 6.4.41. Ms. Lamishaw disagreed and said that she does want him to continue to be involved and do the photo as that is his talent.
- 6.4.42. Mr. Jurgenson said ok. He then went on to ask about the layout work he has done already.
- 6.4.43. Ms. Lamishaw said we all like the layout. She went on to say that various articles can be done for the magazine and listed a lot of resources on what could be done.
- 6.4.44. Mr. Jurgenson asked if this new structure would be an outreach committee.
- 6.4.45. Ms. Robinson suggested that the committee be an outreach/events committee on one side and a communication committee on the other.
- 6.4.46. Ms. Lamishaw suggested that the new committee be called a TV & Radio Committee.
- 6.4.47. Mr. Jurgenson said it needs to be together to work. It's a three pronged approach.

- 6.4.48. Ms. Lamishaw said that even if they are separate they can still reference what the TV & Radio Committee is doing. Of course we have to do that. She went on to say that I just don't want to be involved in the cable show.
- 6.4.49. Mr. Jurgenson said that he needs more help. He went on to say that he really wants to be involved in this project.
- 6.4.50. Ms. Lamishaw asked what he can contribute to the magazine that the rest of us can't.
- 6.4.51. Mr. Jurgenson said the main concern is the writer for the magazine can be the same person for the cable show.
- 6.4.52. Mr. Popowich pointed out that it's different. He said he went to school originally for Radio, TV and Film and took script writing classes. It's very different. He went on to say that anyone can be a secretary, do a web site, or a newsletter. What happens when we're gone? Who will carry on the show?
- 6.4.53. Ms. Lamishaw asked what Mr. Jurgenson would contribute to the magazine besides photos...would he write for it.
- 6.4.54. Mr. Jurgenson said he would write, do the photos, and the layout.
- 6.4.55. Ms. Lamishaw commented that we have a layout that we discussed and agreed upon. Why change it. We do want the photos and you can still do that.
- 6.4.56. Mr. Jurgenson said of course he would continue to provide photos.
- 6.4.57. Ms. Lamishaw commented while we would be doing the news magazine we would still involve you and run you by it; we just don't want you to have control over the magazine.
- 6.4.58. Mr. Jurgenson said he doesn't want to control it and just wants it to be a turnkey solution.
- 6.4.59. Ms. Lamishaw agreed that it should be but that sometimes you have to let go of things as they change. What we're trying to do here is lay the framework so that others can take it over. We can't be so personally attached to any project. Like you said earlier, what we're doing is for the benefit of the community. We have to plant the seed and let it go.
- 6.4.60. Mr. Jurgenson referred to the committee proposal and said he just doesn't understand how it would be laid out.
- 6.4.61. Ms. Lamishaw said that is just different from what you had envisioned.
- 6.4.62. Mr. Jurgenson agreed and stated that's the problem. They have to be together to work together.
- 6.4.63. Ms. Lamishaw suggested joint committee meetings so that ideas can be shared.

- 6.4.64. Mr. Jurgenson said we're just changing the horse in mid course.
- 6.4.65. Ms. Lamishaw suggested he continue as Chair of the new Committee and we would have multiple sub committees.
- 6.4.66. Mr. Jurgenson asked if she was saying that there is a majority vote against him no matter what.
- 6.4.67. Ms. Lamishaw said no it was a unanimous vote against the project.
- 6.4.68. Mr. Jurgenson said no he was referring to the committee tonight.
- 6.4.69. Ms. Lamishaw said yes. We both voted for not doing it. Or would have she were there. I can't speak for Mr. Popowich but in this case we would have voted alike. We just don't want to spend time and money on this show.
- 6.4.70. Mr. Jurgenson said that the show is not all he is here for. He wants to improve the magazine, the web site, all of it.
- 6.4.71. Ms. Lamishaw said she really doesn't want anyone to get involved in the web site. The site is coming along nicely and the plans have been made for how it will progress.
- 6.4.72. Mr. Jurgenson stressed what goes in one should be in the other.
- 6.4.73. Ms. Lamishaw agreed. We wouldn't stop you from writing for either the web site or the magazine. We would welcome that.
- 6.4.74. Mr. Jurgenson asked what she meant. He said the magazine was his idea.
- 6.4.75. Ms. Lamishaw disagreed and said we all worked on it.
- 6.4.76. At this point there was a conversation about the motion that was placed on the agenda, the fact that Mr. Jurgenson was not present and opinions. Unfortunately I could not keep up with the issues and concerns raised.
- 6.4.77. Mr. Popowich reiterated that this is just not appropriate for the WNC. It's a regional idea. The motion will be discussed tomorrow night but it was placed on the agenda, posted, and discussed. He agreed with Mr. Jurgenson's concerns that he wasn't there and that was not intentional he just felt that something had to be done to stop this from moving forward. He said that because Mr. Jurgenson wasn't there he agreed to have it up for reconsideration tomorrow. He pointed out that there wasn't one person at the meeting who supported this idea.

He went on to point out that we still don't have a newsletter. We still don't even have printing costs. This is because all of the efforts and discussion are around the show which only one person wants to do.

He pointed out that for the last three months he has asked for quotes on the printing costs which Mr. Jurgenson and he has not produced them. He feels it's just not working.

- 6.4.78. Ms. Lamishaw discussed the costs. She also spoke about how many people would view the show. She commented that if you want to focus on it then you can do it without the budget.
- 6.4.79. Mr. Jurgenson said he can't do anything without the budget.
- 6.4.80. Ms. Lamishaw said if we could afford it we might have done it. Mr. Popowich doesn't want to spend anything on this project and I don't want to spend a lot on it.
- 6.4.81. Mr. Jurgenson stated it would cost about \$75.00 for tapes. He went on to say it only costs extra if we go on location. We can do this for pennies per view.
- 6.4.82. Ms. Lamishaw asked him again about using interns.
- 6.4.83. Mr. Jurgenson pointed out the program was postponed.
- 6.4.84. A discussion followed on interns and locations for them to work.
- 6.4.85. Ms. Lamishaw pointed out that he has a very short time to get the numbers together to get 8 people to agree to reconsider the motion.
- 6.4.86. Ms. Robinson stated as a stakeholder sitting here she feels we should just vote on the item and spit the committee. We need to get working on this and Mr. Jurgenson can work on his project.
- 6.4.87. Ms. Lamishaw stated that we do have the budget to do \$75.00. She said she thinks we can afford this
- 6.4.88. Mr. Popowich pointed out that we still aren't doing anything. The problem is we are focusing on this show. We still don't have a news letter. He referred to several earlier comments about the layout. He said the layout was done by him based on comments in the meetings. He did it on his PC because no one else would do it. He went on to say he's not asking for the credit but pointing out that he did it because no one else would do it.
- 6.4.89. Ms. Lamishaw said we do have a motion on the floor and we need to just do it.
- 6.4.90. Mr. Jurgenson asked if he should just resign as the Chair since he was doing it because he was nominated for it. He went on to say that he wants to make it clear that he never wants to be labeled as fiscally irresponsible to any stakeholder ever.
- 6.4.91. Mr. Popowich responded that there was never any question about his fiscal responsibility.
- 6.4.92. Mr. Jurgenson asked if Mr. Popowich had included what he said.
- 6.4.93. Mr. Popowich responded he had, and that it would be in the minutes. The issue is that what we or he as a stakeholder and representative thinks of the project. He

went on to say that time is valuable to each of us and time is money. It's not just cost it's time and effort.

6.4.94. Ms. Lamishaw stated that we have to be the most effective in terms of time and effort and cost to reach our goal. The most effective way is always going to be face to face, followed by print handed out, followed by mailed print, followed by flyers, and then by television. Frankly it's last.

6.4.95. Mr. Jurgenson asked to discuss the cost.

6.4.96. Mr. Popowich said we have a motion. He asked Ms. Lamishaw to decide whether we were going to vote on her motion or not.

6.4.97. Ms. Lamishaw said yes. She went on to say that she does want Mr. Jurgenson to have his show. She counseled him that if he votes to split the committee he can move forward. If we break it up you can move on. If not when it comes up you will likely not get the support you need.

6.4.98. Mr. Jurgenson said yes because the majority vote is against me.

6.4.99. Ms. Lamishaw responded that it's not against you...it's not personal. It's about what the committee feels is right.

6.4.100. Mr. Jurgenson went on to say that it's more cost effective to do this then spend \$7000.00 on the news magazine.

6.4.101. Ms. Lamishaw said the \$7000.00 was not right. That figure includes mailing too.

6.4.102. Mr. Jurgenson asked her where she got those quotes. He demanded she present them to the Chair.

6.4.103. Mr. Popowich interjected that we are going around in circles. Are we going to vote or not?

6.4.104. Ms. Lamishaw said she would like to amend her motion to the following

The Communications and Outreach Committee shall recommend that the committee there should be an Outreach Committee with three sub committees: TV & Radio Communication Committee, News Magazine, Print, and Web Committee, and Events and Physical Outreach Committee.

6.4.105. Mr. Popowich agreed with to second the new motion and called the vote. The motion passed 2-0 with one abstaining vote.

7. If the previous motion is passed, then discussion and possible action will take place on recommending committee size, membership for the Outreach & Events committee, as well as interim Chair for the committee.

7.1. Mr. Jurgenson introduced the next item and stated he did not want to be Chair of the Outreach Committee.

- 7.2. Ms. Lamishaw said that she would like to make a motion to expand the Outreach Committee to five members and nominate Ms. Robinson and Mr. Burgess as members.
- 7.3. Mr. Popowich requested that the motion be amended to expand the committee to seven members.
- 7.4. The committee agreed and the vote was taken. The motion was passed 3 – 0.
- 7.5. A discussion on Chair was held but everyone agreed that it would be best to postpone this discussion until the committee was established by the Board.

8. Update and discussion, and possible action on the next steps on publishing the WNC Newsletter. This may include: printing options and costs, mailing and distribution options and costs, and an update on what work has been done so far.

- 8.1. Mr. Jurgenson presented the numbers he has gathered so far. He has been able to get an agreement for \$0.20 per copy from the Copy Center for 20,000 copies. He is not satisfied with the quote and is working with the vendor to get it down further. His goal is to get three quotes for comparison.
- 8.2. There was a brief discussion about paper quality.
- 8.3. Ms. Lamishaw suggested they contact Atlas Printing for a quote.
- 8.4. Mr. Popowich suggested we use recycled paper.
 - 8.4.1. Ms. Robinson agreed it was a good idea.
 - 8.4.2. Mr. Jurgenson recommended that we keep it along the quality of the Zine Line paper. He will contact the editor to see what the costs are on that paper.
 - 8.4.3. Another discussion on paper quality and type ensued.
- 8.5. Mr. Popowich commented that we are moving along on the costs. He asked if we could set some hard deadlines. He agreed to have the newsletter ready for proofing by 11/01/04. He will post it to an Outreach Committee Only web site for review. We will still need to get it to the PO and sorted for them after it's printed.
 - 8.5.1. A discussion ensued about the costs, cost of using staples vs. folding and what's more effective.
 - 8.5.2. Ms. Lamishaw agreed to have the proof edited by 11/03/04. She said we can have it to the printer by 11/07/04 and mailed out by 11/15/04.
 - 8.5.3. A discussion ensued about getting a postage permit and everyone at the meeting agreed to attend the training class by the PO.

9. Update, discussion, and possible action on plans for the WNC web site. (Mr. Popowich)

- 9.1. Mr. Popowich advised he has changed the background and will be releasing the email addresses to everyone shortly. He will also be changing the main email address from his

to Secretary@winnetkaneighborhoodcouncil.org. He went on to explain that he will be adding pictures soon as much as the site will allow him to do. He has Frontpage now, but has not loaded it, but once he does he'll start working on a more web master friendly web site. He requested Mr. Jurgenson to send the Board member pics to him so he can get that page up.

9.2. Mr. Jurgenson suggested we use some of the pictures we have so far.

9.3. Mr. Popowich said he would use what he could. He also mentioned possibly archiving for view all the old stories that he's kept from the front page.

9.4. Mr. Jurgenson suggested that Mr. Popowich purchase an external drive unit to store all WNC material on for archiving purposes.

10. Ongoing discussion of how to approach outreach thru a variety of visual, mediums, and formats. (Jurgenson)

10.1. All agreed we have covered this topic.

11. Update and discussion on promotional items to promote WNC and Winnetka (Jurgenson)

11.1. This was covered earlier.

12. Public Comments – Comments from the public on non-agenda items within the Committee's subject matter jurisdiction.

12.1. No comments.

13. Committee Business –

- A. Comments on Committee Member's own activities/ brief announcements.**
- B. Brief response to statements made or questions posed by persons exercising their general public comment rights.**
- C. Introduction of any new issues for consideration by the Committee at its next meeting/request that the item be placed on the next meeting's agenda.**
- D. Requests for Committee Members to research issues and report back to the Committee at a future time.**

14. Meeting adjourned.