

CITY OF LOS ANGELES  
CALIFORNIA

OUTREACH & EVENTS  
COMMITTEE

CHAIR                      VICE CHAIR  
Marilyn Robinson        Dwight Burgess  
MEMBERS  
  
Jacque Lamishaw  
JJ Popowich



WINNETKA  
NEIGHBORHOOD  
COUNCIL

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From: J.J. Popowich, Secretary  
Date: December 21, 2005  
Subject: Outreach & Events Committee Minutes for 01/21/05

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**1. Call to Order and Committee Members Roll Call.**

Marilyn Robinson	Dwight Burgess	JJ Popowich	Jacque Lamishaw
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**2. Approval of minutes.**

**3. Discussion and possible action on selecting a new committee chair, vice chair, and expanding the size of the committee.**

3.1. Mr. Burgess moved to make the following motion:

***“WNC OE-122005-1: The WNC Outreach & Events Committee moves to nominate Ms. Marilyn Robinson as Chair.”***

3.2. Mr. Popowich seconded the motion and called roll. The motion passed 4 – 0.

3.3. Ms. Robinson moved to make the following motion:

***“WNC OE-122005-1: The WNC Outreach & Events Committee moves to nominate Mr. Dwight Burgess as Vice Chair.”***

3.4. Ms. Lamishaw seconded the motion.

3.5. Mr. Popowich called roll and the motion was passed 4 – 0.

**4. 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.**

4.1. This item was not discussed.

**5. Update, discussion, and possible action on printing the newsletter.**

5.1. Mr. Popowich provided the new quote for the newsletter. He explained again there was a mix up in what the printer thought we were asking for. He said the quote is the same price per copy, just that the number of pages needed to meet our original design was not included in the original quote. He went on to say that \$0.13 is probably the best we are going to get based on the other local quotes.

5.2. Ms. Lamishaw commented that the price is out of line and that we should look at black & white.

5.3. Mr. Popowich said he disagreed. He suggested that we cut the newsletter to four pages and discussed which pages those might be.

5.4. Mr. Burgess stated he likes the black and white idea.

5.5. This led to a discussion of prices, costs, and what is better to go out with.

5.6. Mr. Popowich made the following motion:

***“WNC OE-012004-3: The WNC will reduce the size of the newsletter to four pages and authorize Mr. Popowich to proceed with the original quote unless he can negotiate a lower quote based on a color front page and the remainder in black and white with a lower bond paper.”***

5.7. Ms. Robinson seconded the motion.

5.8. Mr. Popowich called roll and the motion passed 4 – 0.

## **6. Discussion and possible action on election outreach efforts.**

6.1. There was a free form discussion with a lot of give and take on how we would conduct the election outreach. Unfortunately it was too fluid to catch all of it.

6.2. Mr. Popowich made the following motion:

***“WNC OE-012004-4: The WNC will create a Voter Information Pamphlet using the basic outline of the newsletter and the format used by the Sunland-Tujunga Neighborhood Council for their election flyer.”***

6.3. Mr. Basch, acting as a stakeholder, asked if we were on track for the time line.

6.4. Mr. Popowich read the time line as it was known. He opened a discussion on setting some hard dates on deadlines for the flyers and the election material.

6.5. There followed another free form discussion on mailing vs. walking man and the reliability of each method. This then led to a discussion on when the four pager should be completed as well as the postcard.

6.6. Mr. Basch commented the first mailer should be around 1/19/05 and the second by at least 2/19/05.

6.7. Mr. Popowich stated that the newsletter will actually act as the first mailer since it was going to be modified.

6.8. Ms. Lamishaw agreed and said we should go with an Election banner on the masthead.

6.9. Mr. Basch, acting as a stakeholder, said that we just wouldn't have all the candidates in the flyers.

6.10. Mr. Popowich asked if that was acceptable.

6.11. Mr. Basch, acting as a stakeholder, commented that it would be as long as we stated there may be more candidates.

6.12. Ms. Lamishaw pointed out that the latest we could have a flyer done would be 2/11/05 so it could be delivered by 02/18/05.

6.13. Mr. Popowich suggested we move the date to have it to the printer by 02/09/05 so that we can guarantee delivery by 02/18/05.

6.14. Mr. Basch, acting as a stakeholder, suggested we see if we could access Zine's Line's email list.

6.15. Mr. Popowich suggested we do the postcard at the end of January and the four pager nearer the election. He said the postcard could be handed out via the Walking Man and D.O.N.E.

6.16. Mr. Basch, acting as a stakeholder, recommended the postcard be the final item handed out and the four pages should be by 01/31/05.

6.17. A lengthy discussion on dates followed. The final motion offered was as follows:

***“WNC OE-012004-5: The WNC Outreach & Events Committee has adopted the following schedule for delivery, printing, and mailing of the Election Flyer and postcards:***

***01/31/05: Four page flyer and postcard delivered to printer.***

***02/07/05: Four page flyer mailed by printer.***

***02/15/05: Postcard mailed by printer and/or delivered by D.O.N.E.”***

- 6.18. Ms. Robinson seconded the motion.
- 6.19. Mr. Popowich called roll and the motion was passed 4 – 0.
- 6.20. Mr. Popowich asked if there were any other efforts.
- 6.21. Ms. Robinson said not at this time.
- 6.22. Ms. Lamishaw said she would like to see something for each month.
- 6.23. Mr. Basch, acting as a stakeholder, asked if we could have proofs or examples of what we're sending out by the Candidate Forums.
- 6.24. Mr. Popowich said he thought he could deliver on that.
- 6.25. Ms. Robinson said we should have their bios on it as well if possible.
- 6.26. Mr. Burgess agreed and commented there should be pictures as well.
- 6.27. Mr. Basch, acting as a stakeholder, asked if that wasn't campaigning.
- 6.28. Mr. Popowich commented that as long as the opportunity was offered to everyone and it was part of the flyer then it wasn't campaigning.

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

**8. 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.**

**6. Adjournment**