

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: February 6, 2005
Subject: Outreach & Events Committee Minutes for 02/01/05

1. **Call to Order and Committee Members Roll Call.**
2. **Discussion and possible action on updates to the Election Outreach efforts.**
 - 2.1. Mr. Popowich announced that the flyer is at the printer, and although he hasn't heard from him, he expects to have it out by the end of the week or the beginning of next week. He would follow up with the printer tomorrow. He said that he ordered only 100 over the amount needed for the mailing.

He also said the first bill for the newsletter was submitted but has not been paid at this time.

He asked if they could not send out a postcard due to the costs and the delay in getting the Information pamphlet out. He made the following motion:

"WNC-OE-020105-1: The WNC will not send a postcard reminder for the February 24, 2005, election since the flyer is coming so close to the election."
 - 2.2. Mr. Burgess seconded the motion.
 - 2.3. Mr. Popowich called roll and the motion was passed 4-0.
 - 2.4. Ms. Lamishaw said that we were right on time, as the reminder only needs to go out 7 days before the election and we are ahead of the schedule.
 - 2.5. Mr. Popowich advised the Committee he will notify them as soon as he finds out when it will be printed.
 - 2.6. Ms. Lamishaw was reviewing the schedule provided by D.O.N.E., and said it refers to candidate info. She asked if that meant info on the candidates or info for the candidates.
 - 2.6.1. Mr. Popowich said he thought it meant information on the candidates.
 - 2.6.2. Ms. Lamishaw said she thinks we should have something for the candidates as well. We should provide them with the By-Laws.
 - 2.6.3. Mr. Popowich commented that the information is available for everyone on the web site, or we can e-mail it to them.
 - 2.6.4. Ms. Lamishaw said we should have it available at the next meeting.
 - 2.7. Ms. Lamishaw said she would see if Mr. Lamishaw was available to facilitate the forum on the 8th.
 - 2.7.1. Mr. Popowich commented that Mr. Basch did a good job at the last one. The only comment he had was that Mr. Basch should refrain from commenting or answering issues brought forth by candidates.

He went on to say that we should create a “How to...” book for future Elections so that anyone could do it and they are all the same.

3. Discussion and possible action on refining the wish lists for the upcoming events.

- 3.1. Ms. Robinson said the upcoming events are moving forward. She announced that she and Mr. Burgess spoke to the Principal at Sutter and he is very excited about doing a car wash with the WNC. He said they are trying to raise funds to repair their Yosemite Sam mascot which used to hang on the gym but was damaged.
 - 3.1.1. Mr. Popowich commented that he is happy about that as he enjoyed Yosemite Sam since it's one of his two favorite cartoon characters.
- 3.2. Ms. Robinson said that they will be mailing a letter stating what they would like to do and what they are going to put the money that is raised to. She said that our contribution in items for the car wash should be about \$100.00.
- 3.3. Ms. Robinson said the biggest cost for the upcoming events will be for the Diversity Fair. However the Parking Town Hall is before that event.
 - 3.3.1. Mr. Popowich asked what is needed for the Town Hall.
 - 3.3.2. A brief discussion followed on what would be needed for the Town Hall. It was decided that we would need cups, plates, refreshments (cookies, coffee, & water). Several Committee members have contacts that may donate food or refreshments for this event.
 - 3.3.3. Ms. Robinson asked if we had heard from Councilmember Zine.
 - 3.3.4. Mr. Popowich said that he has not heard from his office, nor has he heard from Councilmember Smith.
 - 3.3.5. Ms. Robinson said she would call Ms. Espinoza and verify if Councilmember Zine has it on his calendar already.
- 3.4. Ms. Robinson asked if Mr. Popowich had called the Daily News about the Easter Egg event.
 - 3.4.1. Mr. Popowich apologized that he had not had the time to do this as of yet. He would do it this week.
- 3.5. Ms. Robinson said that the big event is the Fair and we needed to discuss this. She said the list she has so far consists of: sinks, porta potties, a stage, and electricity. She said that Ms. Espinoza has advised us that funds have been cut for community events in the Councilmember's budget so they may not be a lot of help.
 - 3.5.1. A discussion followed on various costs for each of the items. Ms. Robinson had some older price sheets that were used as initial estimates. There was a discussion regarding a stage and whether it would be better to buy one or rent one as the costs are about the same.
- 3.6. Mr. Popowich asked what the next step in the entire process would be and wondered if we wouldn't want to secure agreements with the restaurants before we proceeded too far.
 - 3.6.1. Ms. Robinson said she would assist with creating the letter that would go to invite the restaurants to participate.
 - 3.6.2. Ms. Lamishaw asked if the restaurants were going to be asked to donate food, and if so they would need to have people available to serve.
 - 3.6.3. Mr. Popowich said that this would not be a donation type event. He said he expects the vendors to sell their food similar to a “Taste of...” event like Encino and other communities have done in the past.
 - 3.6.4. Ms. Lamishaw asked if we would be charging a fee.
 - 3.6.5. Mr. Popowich said we would not be charging any fees this was for the WNC and we can't collect funds.

3.6.6. Mr. Burgess commented this is a community event.

3.7. Ms. Robinson said she would secure a location first.

3.7.1. Mr. Popowich said that once we have a location and a firm date we will get the letter out within a week.

3.7.2. Mr. Burgess said they need to check out the park and see if there is water and electrical hook ups available.

3.7.3. Ms. Robinson said they have water but sinks we will have to provide. Based on the price sheets she had available she determined it would cost about \$400.00 for the required three hole sink.

3.7.4. This again moved into a discussion about various costs. It was estimated that a stage would run about \$300.00; table and chairs would run about \$119.00. Porta potties were something that we would attempt to get supplied by Councilmember Zine's office. It was also pointed out that restaurants would need to have canopies.

3.8. Mr. Popowich said he would like to get this before the Board on the February agenda since it would be his last meeting before the elections and he wanted to get this accomplished.

3.8.1. Ms. Robinson said that was possible. She commented that even if Quimby Park couldn't be used the costs would remain the same.

3.8.2. Mr. Popowich made the following motion:

“WNC-OE-020105-2: The WNC Outreach & Events Committee is requesting the sum of \$1300.00 for the 1st Annual Celebrating Diversity thru Unity and Dedication to the Community Fair to be held in June of 2005.”

3.8.3. Ms. Robinson seconded the motion.

3.8.4. Mr. Popowich called roll and the motion was passed 4-0.

3.9. Ms. Lamishaw suggested that we do a Take Me To The Ball Game at Winnetka Park one day.

3.9.1. Mr. Popowich said we could do that as an agenda item on the next agenda. He then asked if there was anything else on the wish list that we would need.

3.9.2. Ms. Robinson said we would need some audio equipment.

3.9.3. Ms. Lamishaw said this would also be needed for our meetings. She then made the following motion:

“WNC-OE-020105-3: The Outreach & Events Committee requests the Board to approve the purchase of audio equipment to be used at meetings and events (including the ability to take the meetings for minute purposes) at a cost not to exceed \$1000.00.”

3.9.4. Ms. Robinson seconded the motion.

3.9.5. Mr. Popowich called roll and the motion was passed 4-0.

4. Discussion and possible action on creating budget requests for the 2006 fiscal budget.

4.1. Ms. Robinson opened discussion on this item and indicated it would take some time to put this together.

4.2. Mr. Popowich suggested that we call a special meeting to work on the budget.

4.3. Ms. Robinson agreed we could do that.

4.4. Mr. Popowich then commented that maybe it would be better to leave this for the Committee to work out after the Board is elected.

4.5. It was agreed it would be left until after the new Board is elected.

5. Discussion and possible action on the WNC Quarterly Newsletter Spring edition.

5.1. Ms. Robinson opened the discussion on this item.

5.2. Mr. Popowich said we have to get one out as it's a Quarterly and we've committed to do it.

5.3. Ms. Lamishaw said we will have big news with the new Board and we'll need to have pictures of the elections.

5.4. Mr. Popowich said that this would be another four page and asked to discuss what would be in it.

5.4.1. A brief discussion ensued and the following was decided:

Front Page: Election story with pictures.

Second Page: Focus on Outreach & Events Committee and the Public Safety Committee.

Third Page: LA DWP MOU story and a progress update on the sign beautification project. There would also be an "ad" for the Parking Town Hall.

Fourth Page: Top would be a three month calendar of events, including which ethnicities would be recognized each month.

5.5. Ms. Robinson made a request that we thank our posting places in the newsletter. It was generally agreed that we would find some place to do this.

5.6. Mr. Popowich made the following motion:

"WNC-OE-020105-4: The WNC will recognize Valley Village with a certificate of appreciation for its continued support and usage of its facilities."

5.6.1. Ms. Lamishaw seconded the motion.

5.6.2. Mr. Popowich called roll and the motion was passed 4-0.

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

6.1. N/A

7. Committee Business –

A. Comments on Committee Member's own activities/ brief announcements. N/A

B. Brief response to statements made or questions posed by persons exercising their general public comment rights. N/A

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. N/A

D. Requests for Committee Members to research issues and report back to the Committee at a future time. N/A

8. Adjournment.