

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: August 11, 2004

Subject: Communications & Outreach Meeting Minutes for  
08/11/04

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1. **The meeting was called to order at 7:00 PM**
2. **Roll Call:** The following Committee members were in attendance.

Jacque Lamishaw	Chris Jurgenson	JJ Popowich
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Mr. Jurgenson stated that he wanted to suspend Robert's Rules of Order. Mr. Popowich objected. It was agreed that they would ask Mr. Basch as the Parliamentarian if this was possible for future meetings.

3. **Discussion and possible action on developing plans to distribute and collect the Mayor's Budget Survey. This will only be discussed if the full Board tasks us with this project which we will not know until the night before the meeting.**

3.1. Mr. Jurgenson opened it up for discussion. A brief discussion about what was required and deadlines occurred. Ms. Reyes-Dunn updated us on efforts she has already made. Distribution and collection were discussed along with how they would be compiled. Ms. Reyes-Dunn said she would like to make a cover letter so people know to return the to her. The following motions were made:

3.1.1. Mr. Jurgenson made a motion to appoint Ms. Reyes-Dunn as the Chair of an Ad-Hoc Committee to distribute and collect the surveys. Ms. Lamishaw seconded Roll was called and the motion passed 3-0.

3.1.2. Ms. Lamishaw made a motion to create a cover sheet letter including the WNC Council's address and an explanation why this is important. Mr. Jurgenson seconded. The motion passed 3-0.

3.2. It was determined that the surveys would be turned into Mr. Popowich who would compile them once DONE has created their system.

**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. Mr. Jurgenson opened the agenda item for discussion. New posting locations were the first item of business with Ms. Robinson & Mr. Burgess volunteering to contact B of A and Sunshine gas about posting. Ms. Lamishaw and Ms. Robinson will also team up to start walking business districts to talk to shop owners about the WNC.

4.2. Mr. Popowich suggested we create a list of organizations that we with members from Winnetka and ask to address them. He also suggested that we have a list of approve speaking points that must be covered. A discussion followed about what type of organizations there are and it was narrowed down to the Neighborhood Watch groups, Churches and other organizations. The general feeling was that we should approach groups not only within Winnetka but outside who have sizable WNC stakeholders as members (Elks, Legions, Rotary, etc.).

4.3. The group generally decided that Mr. Jurgenson, Ms. Lamishaw, and Mr. Popowich would be the go to speakers. The group discussed the points that should be covered which include:

- History of NC's and the formation of WNC.
- Board make-up
- What we do.
- Committee structures.
- Pitch to get involved.

4.4. Mr. Popowich made a motion to create a liaison positions for individuals to attend and report on the activities of other NC's, NW's and schools. The motion was seconded by Mr. Jurgenson. Roll was called and the motion passed 3 – 0.

4.5. Ms. Robinson said she would set up a time for Mr. Popowich to appear before the Armenian school's social studies or political science class.

**5. Discussion and possible action on authorizing funds for the purchase of a table at the 2004 Oktoberfest in Winnetka Park.**

5.1. Mr. Jurgenson opened discussion on this item.

5.2. Ms. Robinson stated that she would waive the booth fee for the WNC.

5.3. Mr. Jurgenson thanked her for doing so and made a motion that the Committee would make a request to pay \$25.00 for the security guard. Mr. Popowich seconded the motion. Roll was called and the motion was passed 3 – 0.

5.4. Mr. Popowich pointed out that we need to have materials to hand out at the booth.

5.5. A free form discussion followed on how we should accomplish this and what we should have. Generally it was decided that we were talking about item # 6 on the agenda and moved on.

**6. Update, 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, determining who will be assigned to write articles, who will be responsible for compiling the newsletter, who will be the editor, and what general processes will occur.**

6.1. Mr. Jurgenson said that he was working on the news magazine concept. Concerns were raised about who would do the work and whether we should start out small to get something out. It was generally agreed that we should do a four page newsletter by Oktoberfest with our full news magazine due in the 4<sup>th</sup> quarter.

6.2. A brief discussion occurred and it was decided that the layout would include a front page with a story on who and what we are, the second would be an article on the new signs, the third would be an article about Budget Day and the Mayor's Survey, and the fourth would be contact info and other information TBD.

The issue of pictures was raised. Mr. Jurgenson stressed his need for software to share pictures with the PC Board members for both the newsletter and web site.

6.3. Ms. Lamishaw made a motion that the Committee submit a request to the full WNC Board to purchase the Toast software so that Mr. Jurgenson could provide pictures. Mr. Jurgenson seconded the motion. Roll was called and the motion was passed 3 – 0.

6.4. Mr. Jurgenson advised that he had checked into the City printer who printed the books for the Mayor's Budget Day. He will compile a list of printers and submit them to Mr. Basch at the next Regular Board meeting. We will place this on the agenda.

6.5. Ms. Lamishaw advised that she has also shopped a bit and the printers are generally within our budget.

6.6. Mr. Popowich recommended we contact Ability First which does sorting for mailing. We should ask them for a quote to assemble and mail. He stressed it would be good to use a local charitable organization to do this. Mr. Popowich asked Ms. Lamishaw if she would check into this for the costs since she has a contact.

6.6.1. Ms. Lamishaw agreed she would.

6.7. Ms. Reyes-Dunn suggested we contact the West Valley Occupational Center as they have a printing program.

6.7.1. Mr. Jurgenson said he would contact the WVOC for costs and what they can do.

6.8. Mr. Jurgenson brought the discussion back to what we needed to purchase to complete the process. He stated he felt we needed an E-Mac to do the layout of the newsletter, website design and hosting, and for the cable show. He has priced the computer and software at \$999.00.

- 6.9. Mr. Popowich pointed out that he needs a PC for the website. He also confirmed that the web site has to be hosted by a 3<sup>rd</sup> party for redundancy and not by a WNC server. He also commented that he plans on developing the web site and will need a PC to do this along with FrontPage for web site design.

A brief discussion on the merits of Mac vs. PC was had. It was determined that the Mac would be needed for the newsletter layout and cable show editing. The PC would be needed for office use and web site development. Mr. Popowich was very concerned about future Board members since most people are PC literate he wanted to ensure that they would have access to carry on the current members work.

- 6.10. Mr. Jurgenson agreed the web site would be hosted by a third party and

- 6.11. Mr. Jurgenson made a motion to request the purchase of a printer capable of printing on 11 x 17 paper for \$250.00. Ms. Lamishaw seconded. Roll was called and the motion passed 3 – 0.

- 6.12. Mr. Lamishaw made a motion to request the purchase of Adobe Photoshop for photo editing and news magazine layout. Mr. Popowich seconded the motion. The roll was called and the motion was passed 3 – 0.

- 6.13. A discussion regarding division of labor was had. Initially Mr. Popowich will write the articles (and we will enlist stakeholders or other Board members at every opportunity), Ms. Lamishaw will edit, and Mr. Jurgenson will do the layout.

**7. Update, discussion, and possible action on plans for the WNC web site. This may include upgrade options for our current web page package, request for approval to purchase software for web site design, and other general issues.**

- 7.1. Mr. Jurgenson opened the item for discussion.

- 7.2. Mr. Popowich explained that the web site is coming along nicely. He has made a lot of changes to the site to make it more uniform and user friendly. He pointed out the new Committee pages.

Mr. Popowich explained that he needs two items to move forward. The first is approval to purchase FrontPage. This will allow the Council to create its own web site and move away from the template version that they are using. We can continue to use the same host (which is doing a great job) but we need to begin to offer more on the web site and this would allow us to do it. He presented costs for the software to the Committee members. Cost: \$200.00.

Mr. Popowich also explained that he would like to upgrade the hosting package. Our current package allows us only so much space and we are already at 36%. We can not upload large files which could cause problems with pictures. He recommended presented the packages that were available. He also pointed out that upgrading would allow each Board member to have their own WNC email address. He commented that he felt jedi\_yoda as a council address wasn't ideal. Cost: \$222.00 per year.

- 7.3. Mr. Jurgenson made a motion to request the full WNC Board approve the purchase of FrontPage and the Ultimate web package. Ms. Lamishaw seconded the motion and it was approved 3 -0.

## **8. Update and discussion on plans for the quarterly WNC Cable show. (Jurgenson)**

- 8.1. Mr. Jurgenson updated us on the status of the quarterly Winnetka cable show. He said that everyone sounds excited and would love to appear on it (referencing the Councilmember's). He is working on getting internship involvement and is creating a list of what interns he will need.
- 8.2. Mr. Popowich expressed his concern about the cost of the project. He made a motion to request that Mr. Jurgenson provide a full financial breakdown of costs to the C & O Committee at the next meeting. Mr. Jurgenson agreed and seconded the motion. Roll was called and the motion was passed 3 – 0.
- 8.3. Mr. Jurgenson reported that he is encountering some roadblocks to getting agreement to have access to Time Warner's public access cable. He reported that all requests must first be run through DONE and it's difficult. He will contact Mr. Nelson at DONE to see if he can move it along.

## **9. Discussion and possible action on the selection of business card format and authorizing a request for funds to purchase business cards.**

- 9.1. The general agreement was to use the printable versions that Ms. Lamishaw has been providing.

## **10. Discussion and possible action on the creation of promotional handouts for WNC.**

- 10.1. Several ideas were presented for hand outs as promotional items. These ranged from brooms (for the Make Winnetka Sparkle Program, to pens, and buttons). Ms. Lamishaw suggested we purchase pens which she has seen for about \$0.29 each.
- 10.2. Mr. Popowich made a motion to request we purchase pens with the website address, PO Box, and a slogan (to be determined). Mr. Jurgenson seconded the motion. Roll was called and the motion passed 3 – 0.
- 10.3. A brief discussion about slogans and logos ensued. One suggestion was Unity through Diversity or Unity with Diversity. We also discussed a possible logo of the overlapping hands in a circle with Winnetka Neighborhood Council along the top.

## **11. Meeting adjourned.**