

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: September 7, 2004
Subject: C & O Meeting Minutes for 09/07/04

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 change to line 6.12 of the minutes for the last meeting to reflect that two pieces of software will be needed for the magazine; Photoshop and page layout software.

Item three on the agenda was postponed due to the absence of Ms. Reyes-Dunn.

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.**

No updates on new polling places. There was a discussion about a flyer and handouts for the Oktoberfest. Mr. Jurgenson is still reviewing pen catalogs. He said he was thinking about a phone number but was unsure if we had one and the web site address.

Mr. Popowich said we can just go with the name, address, and the web site because these are permanent. He pointed out that all of this had to be done by the next Board meeting if we are going to make the Oktoberfest deadline.

4. **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.**

- 4.1. No updates on a printer. The West Valley Occupational Center did not respond to Mr. Jurgenson's calls.
- 4.2. A brief discussion on printing and picture quality ensued. The idea being that the final product would be a black and white item. It was determined we need about 500 copies.
- 4.3. Mr. Popowich pointed out that Chris had a section on the Valley Alliance of Neighborhood Councils in his example. He felt that we shouldn't include that and focus on the WNC which is what we want to stress.
- 4.4. There was a brief discussion on the technical aspects of how we are going to set it up and what the printers will need in order to print it. This included deciding that the printers will need it on disk and will need at least a few days advanced notice.
- 4.5. Mr. Jurgenson said he needs the text before the next meeting on October 5th so he can have a completed proof for us to review.
- 4.6. Mr. Popowich said he will have a completed document by the next meeting.
- 4.7. Mr. Jurgenson said we need to announce at the next meeting that we need volunteers to man the booths.
 - 4.7.1. Mr. Popowich asked what the hours were.
 - 4.7.2. Mr. Burgess said 6 – 11 PM on Friday and 12-10 PM Saturday and Sunday.
 - 4.7.3. Mr. Popowich said we need to set up a schedule.
 - 4.7.4. Ms. Lamishaw said it's likely she will have a meeting at the DWP on Saturday.
 - 4.7.4.1. Mr. Burgess said the best hours are on Friday night.
 - 4.7.4.2. Ms. Robinson asked who was supplying the canopy.
 - 4.7.4.3. Ms. Lamishaw said she was supplying the canopy and the chairs.
- 4.8. This was followed by a brief discussion on the progress on the office which was tabled because it was not on the agenda.

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

- 5.1. Mr. Popowich updated everyone on the web site. He said that he will be meeting with Ms. Lamishaw to have her sign authorizations to fund the upgrade and the purchase of software. He will then provide this to Mr. Basch for approval. He went on to say what the web site would support including more space, higher upload limits on file size, email accounts for the Board, and more.
- 5.2. Mr. Jurgenson asked what the status of the intern letter was as he needs to move forward with this.

- 5.3. Mr. Popowich said there were some issues with the intern positions that he had raised with Ms. Lamishaw and that they were not done at this time. He pointed out that the letters referenced possible jobs, pay, and that the number of positions and the hours did not fit with the WNC's current needs.

There was a discussion on who was in control of the web site. After a few words the issue was narrowed down to back up for access to the web site in case something happens. Mr. Popowich assured everyone that the passwords were written down and he would provide them to Ms. Lamishaw for safekeeping as well.

- 5.4. There were concerns raised by both Ms. Lamishaw and Mr. Popowich about the intern positions. This led to a long discussion ranging from what they would be doing, what type of supervision they would have, and when we should approach them. Issues regarding how the internship letters were written in regards to promising jobs or pay was also raised. Generally it was decided that we would wait on this until we have an office.

(Secretary's Note: For complete details please see my meeting notes)

6. Discussion and discussion on plans for the quarterly WNC Cable show. (Jurgenson)

- 6.1. Mr. Jurgenson opened discussion on this item. He said the cable show stand where it was at the last meeting. He's asked for contact info for the City's cable station. He also needs to decide what our shows will be about.
- 6.2. Mr. Popowich and Ms. Lamishaw expressed their concern over doing a quarterly cable show. The concerns ranged from cost, whether there was enough material, who would do the work, and what material would be focused on. Mr. Jurgenson was adamant about continuing with his project, but relented that maybe we weren't ready yet. The committee also discussed the possibility of an annual highlights show.

(Secretary's Note: For complete details please see my meeting notes)

- 6.3. Mr. Jurgenson agreed and made a motion that we create an Events Sub-Committee. He went on to nominate Ms. Robinson as the Chair.
 - 6.3.1. Ms. Robinson said she wouldn't be able to do anything until the Oktoberfest is over. She then went on to say she would like to see the WN Chamber and the WNC hold a joint mixer.
 - 6.3.2. A very brief period was spent on how to get the word out.
 - 6.3.3. Ms. Lamishaw seconded the motion.
 - 6.3.4. Mr. Popowich called the vote and it was passed 3 – 0.

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

- 7.1. This was covered in previous comments so the item was not readdressed.

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

8.1. No comments.

9. Committee Business –

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

i. Mr. Jurgenson passed around a proposal for a logo design contest.

1. It was decided that it would be opened up to anyone. We also briefly discussed who would be the judges and it was decided that we would pick three designs and the Board would pick the final one. Mr. Popowich agreed to type of the letter for Mr. Jurgenson to distribute.

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.

10. Meeting adjourned.