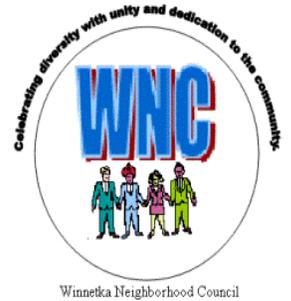




WINNETKA NEIGHBORHOOD COUNCIL

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OUTREACH & EVENTS COMMITTEE

	Chair	Vice Chair	Secretary	
	Marilyn Robinson	Dwight Burgess	JJ Popowich	
Board Members				
	Erick Lace	Vacant	Vacant	
		Vacant		

From: J.J. Popowich, Secretary

Date: May 3, 2005

Subject: Outreach & Events Committee Minutes for 05/03/05

1. Call to Order and Committee Members Roll Call.

Marilyn Robinson	Dwight Burgess	JJ Popowich	Jacque Lamishaw - Excused
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2. Discussion and possible action on appointing new committee members to fill out the committee roster to the full seven members.

- 2.1. Ms. Robinson opened discussion on this item. She believes this would be a good idea. She also believes it would be a good idea to change the night of the meeting. She has some people in mind that can't join on the first of the month. She asked if there was a reason this was the week before the Board meeting.
- 2.2. Mr. Popowich said he was not aware of a particular meeting.
- 2.3. Ms. Robinson reviewed the calendars.
- 2.4. Discussion was had about this issue and it was generally decided that the Committee would meet on the fourth Monday of the month beginning in June. No motion was made as this is the decision of the chair.
- 2.5. Ms. Robinson made the following motion:
WNC-OE-050305-1: Move to nominate Mr. Eric Lace to the committee.
- 2.6. Mr. Burgess will second the motion.
- 2.7. Motion passes 3-0.
- 2.8. Ms. Robinson will see if they want to join.

3. Discussion and possible action on Earth Day Events and outreach the WNC may be able to participate in.

- 3.1. Ms. Robinson introduced Marsha Singer.
- 3.2. Ms. Singer mentioned before she began that there was a fireworks display near Quimby Park on Saturday.

On topic, she mentioned that for years she's been an environmentalist focusing on watershed issues and trash that is dumped. She said she has written multiple books on the subject. She feels that we are not focusing on educating children on the problems in regards of litter and health issues. She would like to create an event that would encourage environmental education. The event would be called Youth Environmental Squad. The idea would be the children and adults who attend would receive an educational brief on recycling and sorting items and then they can do a clean up project. She mentioned that she envisioned this as a cooperative project with the local schools so that they can be encouraged.

For example they could be encouraged to reuse bags and referred to an idea she had for “A Bag a Day Saves LA” program.

She mentioned that there are possible tie ins with other drives and events like No Smoking. She would like to see multiple groups involved. She would like to offer the books she has written at cost for use as an educational program.

She also mentioned that she has worked with some LA groups including the Economic Alliance and some health organizations on the obesity issue. She feels that we can have an impact.

Ms. Singer said that if there was a small committee that wanted to work on this project. She feels that this could allow Winnetka to make an impact on the environment. She thought that perhaps Winnetka could start a prototype project which other communities could look and adopt for their own.

She mentioned a southern community that started a municipal program to clean up a river bed that was serving as a tire dumping ground. She said that this town went on to clean up the river, employ local people in the process and it was a great benefit to the community.

3.3. Mr. Popowich mentioned the Make Winnetka Sparkle motion he proposed and they passed. He said the problem was that no one would ever step up to the plate to serve on a committee to work on it.

3.3.1. Ms. Singer said that she thinks what’s needed it a reason to do it, a motivation.

3.3.2. Mr. Burgess mentioned that we have had Sparkle programs in the past before the Council that were success.

3.3.3. Ms. Robinson said that they had done painting and trash pickup.

3.3.4. Mr. Burgess said that the city provided the items and the community came out to help. They had reached out through the Neighborhood Watch programs.

3.3.5. Ms. Singer said that she’s seen a number of clean up projects but she is more interested in a long term solution that is on going.

3.4. Mr. Popowich said that for an educational program you really need to go to the LAUSD and find someone who is sympathetic to the cause and cares enough to do something.

3.4.1. Ms. Singer said that’s why she feels it’s important to do it around an even which will get news coverage.

3.4.2. Ms. Robinson said that is a way to go because then they will remember. She mentioned that there are a few church schools or organizations which are community focused.

3.5. A discussion on a few of the City services and departments which were involved in this type of work like Community Services which falls under CRA.

3.5.1. Ms. Robinson said that she is trying to get the CRA to focus on Winnetka.

3.6. Ms. Singer said that she really needs others to help her in this process as she’s been working on this for years and just needs more help.

3.7. Ms. Robinson mentioned that Council member Zine is planning a clean up event in June.

3.7.1. Ms. Singer said that is something that she will look into.

3.8. Mr. Popowich encouraged her to keep working on this. He said that the WNC could work with her on this process, but our challenge is that we don’t have enough focused people to work on fleshing this out. If we had a clear plan that you could present to us, we could then work on the project. We’ll need to have a particular plan.

3.9. Ms. Robinson said that the place to work is with Council member Zine because we’ll need their assistance to get the city service. She also said that in order to get kids involved then you would need the award or incentive about.

3.10. Mr. Popowich suggested she get involved in Clean Sweep LA. He also suggested that she contact local schools to see if they have a Community Service program. He used his daughter’s school

as an example which has each class do a service project each month which has included clean ups, painting, blood drives, and other items.

3.11. Ms. Robinson suggested she work with Mr. Lace to see if he can get something done through Limerick School.

4. Discussion and possible action on a Senior Fund Raiser or Fair. Various plans will be discussed including setting up a day trip for senior citizens in our area, information fair, and a care package drive. This will include a discussion on partnering with Canoga Park Neighborhood Council.

4.1. Ms. Robinson spoke with Ms. Patterson in Canoga Park NC and she is still very interested. She is not sure we can accomplish the Day Trips. She said if we focus on the fair, we can have Senior Services there, and we can do a cake sale or white elephant sale where we can use the funds during the holiday time to give them care packages. She said that it would take a few people to hand them out. She said that she would reach Ms. Patterson and set a meeting with them.

4.1.1. Mr. Popowich said that he thinks that's a good idea. He suggested that we invite her to a meeting and get to work on the idea. He asked what steps we would need to take.

4.1.2. Ms. Robinson said the next step would be to have Ms. Patterson come to a meeting and we can work it out.

4.1.3. The group reviewed the calendar and the date we had tentatively scheduled this for was July as a Christmas in July event.

4.2. Mr. Popowich moved:

WNC-OE-050305-2: The WNC Outreach & Events Committee will create an Ad Hoc Senior Events Committee to plan and organize a senior fair or event for July.

4.3. Mr. Robinson seconded the motion.

4.4. Motion passed 3-0.

5. Discussion and possible action on planning and participating in a Winnetka Night Out event at Runnymede Park as proposed in the Public Safety Committee. We may have additional information on the problems in that park.

5.1. Mr. Popowich said he drove by this weekend and could see groups of men together in what appeared to be gambling. He said that we have discussed this before and we haven't done anything. He asked whether they want to table the issue or whether we want to send a flyer to see if we can gauge interest.

5.2. Ms. Robinson said a flyer to see if anyone is interested.

5.2.1. Mr. Burgess asked how we reach out to them. Do we mail it out?

5.2.2. Ms. Robinson asked if we can get in touch with Mr. Seflin to see if he will distribute a flyer to see if we can gauge interest.

5.2.3. Mr. Burgess said we should have him go through.

5.2.4. Mr. Popowich said the best way is to get this done is to get a flyer out to get interest. Unfortunately we have no way to reach these folks by mail because we don't have the ability to mail to apartments. We simply don't have addresses.

5.2.5. Ms. Robinson said we will have to ask Mr. Howard Seflin to attend the next meeting so we can get him do some flyers. We need his assistance.

5.2.6. Mr. Popowich said that there seems to be a lack of interest here from the community. If they do not have anyone who is willing to step up and work on the issue with us then we can't make any headway. We an ad hoc committee to do the work and we have no one other than us. Mr. Popowich made the following motion:

WNC-OE-050305-3: Move that the Outreach & Events Committee send a letter to Mr. Seflin advising him that we are unable to assist him in this area due to lack of interest among the residents. The notice should specifically state that we have heard nothing further about the problems, nor have we had any further

feedback from him. Furthermore we will be happy to work on a Winnetka Night Out project with him if he can get enough residents together to work on this project.

Mr. Popowich said that he will continue to work on the reduction of benches and trying to get more enforcement for the area.

5.3. Mr. Burgess seconded the motion.

5.4. Motion passed 3 – 0.

6. Discussion and possible action on planning for the First Annual Diversity Fair including selection of a target date and location.

6.1. Ms. Robinson said that St. Joseph's The Worker is still interested, but they have a new priest coming on and we have to wait until he is aboard. She said that they have available time in the summer but they can't commit at this time.

7. Discussion and possible action on whether to participate in the Canoga Park Memorial Day Parade.

7.1. Ms. Robinson said that we are going to table this issue.

8. Discussion and possible action on a budget for the Outreach & Events Committee and projects.

8.1. Ms. Robinson tabled this discussion until we can expand the committee.

9. Discussion and possible action regarding the Winnetka Child Care Center, a Winnetka Parks project. Includes a proposal to present the park with a certificate from the WNC.

9.1. Ms. Robinson made the following motion:

“WNC-OE-050305-4: The Winnetka Neighborhood Council will present congratulatory certificate to the Winnetka Child Care Center on their Grand Opening.”

9.2. Mr. Burgess seconded the motion.

9.3. Motion passed 3 – 0.

10. Discussion and possible action on a proposal to assist the Winnetka Park with the costs of their recent Pancake Breakfast and Easter Egg Hunt. All funds from this event support after school children's programs and senior events.

10.1. Ms. Robinson said that she didn't have receipts for the event.

10.2. Mr. Popowich said that they should have worked with us before the event.

10.3. Ms. Robinson said this issue is too old to address at this time.

11. Discussion and possible action on choosing a new letter head format for our letterhead including the current logo.

11.1. Mr. Popowich demonstrated two letter heads. One letterhead depicted the city seal and the Board members along the left hand side. The other included the WNC Logo and listed Board members across the top of the letter head.

11.2. Motion:

“WNC-OE-05030505: I move that we accept the new letter with the WNC Logo and Board members listed along the top.”

11.3. Ms. Robinson seconded the motion.

11.4. Motion passed 3 – 0.

12. Discussion and possible action on the following motion:

WNC-OE-050305-1: Future purchases of items donated to organizations should be branded with the WNC Logo and info whenever possible. Furthermore in the cases where those items are donated for clean up projects they should be labeled “WNC-Make Winnetka Sparkle Program”. (Jurgenson-Popowich)

12.1. Ms. Robison agreed.

12.2. Mr. Burgess agreed and seconded the motion.

12.3. The motion passed 3 – 0.

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

14. Adjournment