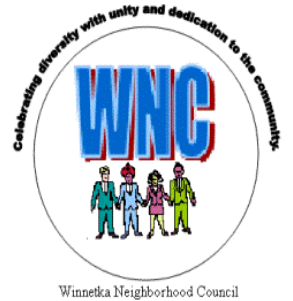




**WINNETKA NEIGHBORHOOD COUNCIL**

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**OUTREACH & EVENTS COMMITTEE**

|                  |            |                |                    |          |
|------------------|------------|----------------|--------------------|----------|
| Chair            |            | Vice Chair     |                    |          |
| Marilyn Robinson |            | Dwight Burgess |                    |          |
| Members          |            |                |                    |          |
| JJ Popowich      | Erick Lace | Saeid Faal     | La Rae Littlefield | Art Sims |

From: J.J. Popowich, Secretary  
 Date: September 26, 2005  
 Subject: Outreach & Events Committee Minutes for 09/26/05

1. Call to Order and Committee Members Roll Call.

| <i>Committee Member</i> | <i>Attended</i> | <i>Absent</i> | <i>Excused</i> |
|-------------------------|-----------------|---------------|----------------|
| Marilyn Robinson        | X               |               |                |
| Dwight Burgess          | X               |               |                |
| JJ Popowich             | X               |               |                |
| Erick Lace              | X               |               |                |
| Saeid Faal              | X               |               |                |
| La Rae Littlefield      | X               |               |                |
| Art Sims                | X               |               |                |

2. Approval of minutes from the last meeting.

2.1. July minutes approved.

3. Discussion and possible action to on creating an Outreach plan to get more stakeholders involved.

3.1. Ms. Robinson asked to first take a moment and appoint the following Board members to the Outreach Committee:

She made the following motion:

WNC-OE-092605-2: I move that we appoint Mr. Sims, Ms. Littlefield, and Mr. Saeid Faal to the WNC Outreach & Events Committee.

3.2. Mr. Popowich seconded the motion.

| <i>Committee Member</i> | <i>Yes</i> | <i>No</i> | <i>Abstain</i> |
|-------------------------|------------|-----------|----------------|
| Marilyn Robinson        | X          |           |                |
| Dwight Burgess          | X          |           |                |
| JJ Popowich             | X          |           |                |
| Erick Lace              | X          |           |                |
| Totals                  | 4          | 0         | 0              |

3.3. The motion passed 4-0

3.4. Ms. Robinson thanked everyone for filling out the committee for the first time.

3.5. Mr. Popowich brought up the issue of a newspaper ad. He said that he has contacted the Daily News and they have a deal for a \$99.00 each week for a 13 week commitment. That is about \$1287.00 per quarter.

3.5.1. Ms. Littlefield suggested that we get a specific phone number for this type of ad so we can track how much input we get.

3.5.1.1. Mr. Popowich raised the issue of where that phone number would go and how it would be paid for.

- 3.5.1.2. Ms. Littlefield commented that it can be done with a voice mail.
- 3.5.2. Mr. Lace said normally these types of ads don't cause a response as that's not the goal.
  - 3.5.2.1. Mr. Popowich said we can measure it by just seeing how many people show up.
- 3.5.3. Ms. Littlefield said that we do need to measure it.
- 3.5.4. Mr. Lace said we really need to measure it by attendance. If we don't get more people then we aren't getting our money's worth.
- 3.5.5. Ms. Robinson said we don't really need phone calls.
- 3.6. Ms. Littlefield said that we can take flyers to the Principal at the Winnetka Elementary School.
  - 3.6.1. Mr. Popowich said we can do that with no problem. We'll just need someone to take on that task of going there.
  - 3.6.2. Mr. Lace said it's up to each Principal.
  - 3.6.3. Ms. Robinson said that she does that with some schools where she provides a bunch of flyers and they distribute them through the kids with the exception of Sunnybrae.
  - 3.6.4. Mr. Popowich said we need someone to commit to getting these to the school.
  - 3.6.5. Mr. Lace said he can do Limerick.
  - 3.6.6. Mr. Popowich asked what would be in this flyer.
    - 3.6.6.1. Mr. Lace said he thought we were doing special events.
  - 3.6.7. Ms. Robinson asked to clarify the discussion.
    - 3.6.7.1. Mr. Popowich said that we went through an ad and then into a flyer which he thinks is a good idea.
  - 3.6.8. Ms. Robinson asked if we aren't already in the Daily News once a month.
    - 3.6.8.1. Mr. Popowich said that it's a hit or miss and explained the problems he's had.
- 3.7. Ms. Chelebian suggested we look into banners on the lamp posts like Reseda does.
  - 3.7.1. There was some discussion about when to do a flyer through the schools. It was generally thought that we should do this only for special events.
- 3.8. Mr. Faal asked about PSAs.
  - 3.8.1. Mr. Popowich said they are free but you have to produce them.
  - 3.8.2. Mr. Faal offered to place our logo and some info in his ads on TV.
  - 3.8.3. Mr. Popowich said, not to be a downer, but if we do that we may be connected with the business and that may get us in trouble.
- 3.9. Ms. Robinson asked about the bus benches.
  - 3.9.1. Mr. Faal said it's about \$55.00 per bench.
  - 3.9.2. Mr. Lace said he would check into it.
  - 3.9.3. Mr. Faal said offered to get the information.
  - 3.9.4. Mr. Popowich said he would like to see a post on the major intersections for us to place our agendas at.

3.10. Ms. Littlefield said she would like to see an arch type post over Winnetka near the wash.

3.10.1. Mr. Popowich said that we had talked about

**4. Update and discussion on the status of the WNC Quarterly Newsletter. (JJ)**

4.1. Mr. Popowich announced the newsletter was completed and it's in the mail. Should be receiving it shortly.

**5. Discussion and possible action to reconsider a communications program for a possible cable television show about Winnetka.**

5.1. Ms. Robinson brought the issue up about Mr. Jurgenson's former proposal. She said that Mr. Jurgenson was scheduled to be here but he may not make it in time. She would like us to rescind the original motion and allow Mr. Jurgenson to proceed. She said as long as he comes to us with a specific price that he sticks to it.

5.2. Mr. Popowich asked if we can put some restrictions into this motion regarding a submitted budget and that he runs the content by us before he produces a show.

5.2.1. Ms. Robinson agreed.

5.3. Mr. Sims asked what the question was.

5.3.1. Mr. Popowich clarified that we don't want to have someone produce a show without our approval of the content. It could be disastrous if we put something on the air that wasn't approved

5.3.2. Mr. Robinson said that she was ok with that, but we need to have a dollar figure.

5.3.3. Ms. Littlefield commented that it would be a good idea.

5.4. Mr. Popowich asked if we want to do this without Mr. Jurgenson here.

5.4.1. Ms. Robinson said she has the cost which is \$2000.00 for one show.

5.5. Mr. Popowich asked that we table this until Mr. Jurgenson makes a presentation so we know what we are voting on. He said he would like to see a specific written proposal with a budget so we know what we are voting on.

5.5.1. Ms. Robinson commented she doesn't want a repeat of the last year's argument over money. Besides he needs to tell us how the work will be done, whether the costs include the

**6. Discussion and possible action for plans to attend and or work the MTA Sound Wall Town hall on 10/5 and the WNC sponsored ID Theft Forum on 10/06.**

6.1. Ms. Robinson addressed the issue. She is not sure what exactly we'll need but we will need people to greet, possibly hand out pens, flyers, answer questions. Ms. Chelebian will have more details on this Town Hall. She commented how proud she is that we are involved in the ID Theft forum and how we are represented as a partner.

6.2. Mr. Popowich commented that he will be there.

6.3. Ms. Robinson asked for permission to purchase some refreshments. She made the following motion:

*WNC-OE-092605-3: The WNC will allocate funds not to exceed \$100.00, to purchase refreshments and a table cloth for the ID Theft and Town Hall meetings. (Robinson)*

6.4. Ms. Littlefield recommended we purchase a vinyl table cloth that has the WNC logo on it.

6.5. Mr. Popowich asked her to send him the name and number of the company that she had used and he will look into getting it.

6.6. Mr. Robinson asked how it sticks to the table.

6.7. Mr. Burgess seconded the motion.

|                    |          |          |  |
|--------------------|----------|----------|--|
| Marilyn Robinson   | X        |          |  |
| Dwight Burgess     | X        |          |  |
| JJ Popowich        | X        |          |  |
| Erick Lace         | X        |          |  |
| Saeid Faal         | X        |          |  |
| La Rae Littlefield | X        |          |  |
| Art Sims           | X        |          |  |
| <b>Totals</b>      | <b>7</b> | <b>0</b> |  |

6.8. The motion passed 7-0.

**7. Discussion and possible action on a request to sponsor the Oktoberfest and a request for volunteers to man the WNC booth.**

7.1. Ms. Robinson said that she has been doing this as a community event. She feels this is something the WNC should be involved since it one of the biggest events in the community each year.

*WNC-OE-092605-4: We move that the WNC agree to sponsor the Oktoberfest for 2005 for an amount not to exceed \$500.00. The funds will be used to rent a generator. (Robinson)*

7.2. Mr. Lace seconded the motion.

7.3. Mr. Sims suggested that we look at purchasing a generator as they are pretty inexpensive.

7.3.1. Ms. Robinson said that they had done it in the past but that it turned out to be too low in amps and it was too loud.

7.3.2. There was discussion about the sound issues and what can be done to limit the noise.

7.4. Mr. Popowich said he would be hesitant to purchase it for the Oktoberfest, but it might be a good idea to purchase one for the WNC's use for the Diversity Fair which he hopes will be an annual event.

7.4.1. Mr. Burgess also talked about problems with generators they've had in the past.

7.5. Ms. Robinson called for a vote:

| <i>Committee Member</i> | <i>Yes</i> | <i>No</i> | <i>Abstain</i> |
|-------------------------|------------|-----------|----------------|
| Marilyn Robinson        | X          |           |                |
| Dwight Burgess          | X          |           |                |
| JJ Popowich             | X          |           |                |
| Erick Lace              | X          |           |                |
| Saeid Faal              | X          |           |                |
| La Rae Littlefield      | X          |           |                |
| Art Sims                | X          |           |                |
| <b>Totals</b>           | <b>7</b>   | <b>0</b>  |                |

7.6. The motion was passed 7-0.

**8. Sub Committee on Youth & Education Report. This will include a discussion regarding books for the Sunnybrae Library as well as a discussion on sending Sub Committee Chair Erick Lace to Councilmember Zine's Principal Summit in October.**

8.1. Mr. Lace said that the state has raised the standards on how many books need to be in a library. He believes it's up to 26 per student. The Sunnybrae library has about 3 books per child. He said that some books are in such poor condition that it's actually less than that. He said he has spoken to the Principal at the school who is having a 20 Year Anniversary and he has asked that different organizations donate books. The WNC will not need to do anything other than fund the costs of the books. They have an approved list of books.

8.2. Mr. Faal asked if they get a discount price.

8.2.1. Mr. Lace said the publishers give a discount.

8.2.2. Mr. Popowich asked if they actually get a discount or is it raised because it's a city.

8.2.2.1. Mr. Lace said they really do get a discount.

8.3. Ms. Littlefield asked what their plan was to overcome this deficit.

8.3.1. Mr. Lace said that this is their plan. The District has cut the funds so there isn't anything else we can do. The Elks are also providing flags.

8.4. Ms. Littlefield said that it's a great idea to do this as it helps our schools and it's needed. We just need to figure out how much money we want to donate.

8.5. Mr. Faal said it's a good idea and in return they should distribute flyers for us.

8.6. Mr. Popowich asked that we go even further and ask for a public bulletin board near the office where parents can see it.

8.7. Mr. Faal asked how much we have in the budget.

8.7.1. Mr. Popowich said we have plenty of money since we didn't spend money last year. He suggested we go big with this one.

8.7.2. Mr. Faal said \$1000.00.

8.8. Mr. Sims asked about the other elementary schools.

8.8.1. Mr. Popowich said we have Limerick, Sunnybrae, Fulbright, and Winnetka.

8.9. Ms. Robinson asked if we did a large amount would all the other schools come to us.

8.9.1. Mr. Lace said that is his fear if we do such a big donation.

8.9.2. Mr. Popowich suggested we allocate \$1000.00 to be divided between all four elementary schools.

8.9.3. Ms. Littlefield said we may want to look into the research.

8.9.4. Mr. Lace said he will get the information to discuss it.

8.10. Mr. Popowich made the following motion:

*WNC-OE-092605-5: The WNC will allocate \$1000.00 to be spent on purchasing books to be divided among the four elementary schools in Winnetka. (Popowich)*

8.11. Mr. Lace seconded the motion.

8.12. Ms. Littlefield asked if we wanted to wait.

8.12.1. Mr. Popowich said that would like to see us just approve it and we can find out about the distribution later. Perhaps \$500.00 goes to the Sunnybrae and the rest goes elsewhere. Or it can be rearranged as we see the need fit.

| <i>Committee Member</i> | <i>Yes</i> | <i>No</i> | <i>Abstain</i> |
|-------------------------|------------|-----------|----------------|
| Marilyn Robinson        | X          |           |                |
| Dwight Burgess          | X          |           |                |
| JJ Popowich             | X          |           |                |
| Erick Lace              | X          |           |                |
| Saeid Faal              | X          |           |                |
| La Rae Littlefield      | X          |           |                |
| Art Sims                | X          |           |                |
| <b>Totals</b>           | <b>7</b>   | <b>0</b>  |                |

8.13. The motion passed 7-0.

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

**10. 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.**

## **11. Adjournment**