

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: July 20, 2004

Subject: Communications & Outreach Meeting Minutes for
07/13/04

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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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.**

3.1. No one came forward with any ideas for new posting places. This will remain a top priority for this committee and it will remain on the agenda.

3.2. One suggestion was made to have the WNC fund the placement of bulletin boards at business or public locations. These Boards would have an area for community posting, a dispenser for the magazine, and a posting place for agendas. The WNC area would be enclosed in plastic and the public posting area would be a cork bulletin Board. These would be free to any business that wished to house them. The Committee generally thought this was a great idea.

4. **Discussion and possible action on designing of the WNC Newsletter.**

4.1. The general discussion was about creating a quarterly Winnetka neighborhood magazine. The magazine would be 8 pages with a full color center spread. The first and last pages would be full color as well. The magazine will be a two column format.

We discussed looking into creating a logo that incorporates some of the area's history. While we all generally agreed that it would be nice to have an English and Spanish

version we determined that at this time it's not feasible. We no longer have D.O.N.E. funding to translate.

Appendix A is a rough outline of what each page would look like. We discussed the following sections (all titles are working titles and can be changed as we move forward):

- Front Page: Devoted to news worthy items. Central color picture.
 - Page 2: "Get To Know Your Representatives". The top half of this page will be reserved for our City Council representatives on a rotating basis. The bottom half of the page will be devoted to various other local, state, or even federal elected representatives.
 - Page 3: "WNC News" on the top half of the page will be for updates on what our council is doing. The bottom half will be a quarterly calendar.
 - Page 4 & 5: Pictorial spreads of events in Winnetka. The first will be our inauguration of the Council members.
 - Page 6: City wide issues. Example: Explanation of Inclusionary Housing or the DWP issues.
 - Page 7: "Letter's to the Editor" on the top half and the bottom half will be devoted to "Your Resources" which will be a listing of all the various agencies, departments, and resources that our public has access to.
 - Page 8: "The Community in Focus" will be a section of our magazine which will highlight community leaders, businesses, or organizations. Our first highlight will be Susan Basler and Valley Village.
- 4.2. A motion was made by Mr. Jurgenson (seconded by Ms. Lamishaw) to create an internship program to work in conjunction with local colleges for office support, graphic artist services, writers, and photo journalists. The program would be overseen by Mr. Jurgenson.
- 4.2.1. Mr. Popowich was a bit concerned about having an intern staff the WNC office on a regular basis as there would be very little supervision. He was in favor of all other parts of this motion.
 - 4.2.2. Ms. Lamishaw stated that it would be very important that they had specific instructions and scripting when they answer the phones. She also was in support of this motion.
 - 4.2.3. Mr. Jurgenson felt they would be ok as it was all part of their education and they would be receiving credit for it.
 - 4.2.4. Mr. Popowich called roll and the motion passed 2 – 0, with one abstention.

5. **State a** Committee Business –

- A. Discussion and selection of a permanent Committee Chair.
- B. Discussion and selection of a regular Committee meeting date and time.
- C. Comments on Committee Member's own activities/ brief announcements.
- D. Brief response to statements made or questions posed by persons exercising their general public comment rights.
- E. 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.
- F. Requests for Committee Members to research issues and report back to the Committee at a future time.

- 5.1. A motion was made by Mr. Popowich to nominate Mr. Jurgenson as Chair. Ms. Lamishaw seconded the motion. The motion passed 3 - 0.
- 5.2. A motion was made by Mr. Popowich and seconded by Mr. Jurgenson to nominate Ms. Lamishaw for Vice Chair. The motion was approved 3 - 0.
- 5.3. By general agreement it was decided that the Communication and Outreach Committee would meet on the 1st Tuesday of each month.

6. Announcements

- 6.1. Mr. Jurgenson announced that he called Channel 35, the City's cable channel, and was advised that requests for all support for creating any content had to be routed through D.O.N.E. This would be requests for cameras, film, lighting, and personnel. Mr. Jurgenson would like to produce a quarterly or monthly cable show to highlight Winnetka.

7. Meeting adjourned.