

CITY OF LOS ANGELES  
CALIFORNIA

OUTREACH & EVENTS  
COMMITTEE

CHAIR                      VICE CHAIR  
Marilyn Robinson        Dwight Burgess  
MEMBERS  
  
Jacque Lamishaw  
JJ Popowich



WINNETKA  
NEIGHBORHOOD  
COUNCIL

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From: J.J. Popowich, Secretary  
Date: January 5, 2005  
Subject: Outreach & Events Committee Minutes for 01/04/05

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**1. Call to Order and Committee Members Roll Call.**

1.1. Meeting called to order by Marilyn Robinson

Marilyn Robinson	Dwight Burgess	JJ Popowich	Jacque Lamishaw
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**2. Minutes approval deferred until next meeting.**

**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. Marilyn Robinson opened the discussion and offered to check with the UPS Store to see if we can post there as well.
- 3.2. Ms. Lamishaw said she would like to see if we can post next to the Post Office.
- 3.3. Mr. Popowich spoke about the North Hills NC which has made arrangements with a local real estate agent to place a reminder on his postcards that he sends out.
- 3.4. Ms. Robinson said that she spoke to someone who has a strip mall on Corbin and that we might be able to post throughout the strip mall. She said she will try to get in touch with the owners of Mr. B's and We Help U Sell.
- 3.5. Ms. Lamishaw commented that we need more on the fringes.
- 3.6. Mr. Popowich said that we need to move into Councilmember Smith's district.
- 3.7. Ms. Lamishaw suggested that someone speak to Minute Man Press.
- 3.8. Mr. Popowich also pointed out that we will need to look at distribution. He reminded everyone that right now we rely on Ken Molock to post, but if he leaves or is unable to post we may have a problem getting the agendas out in time.
- 3.9. Ms. Lamishaw commented that the real estate agent idea is a good one.
- 3.10. Ms. Robinson said we have so many in the local area, but not a lot away from this area.
- 3.11. Ms. Lamishaw commented it just takes someone to go out and meet people to do it in person.
- 3.12. Ms. Robinson asked how many pages the typical agenda is.
- 3.13. Mr. Popowich commented they rarely go beyond 3 and he tries to keep them to 2 pages.

**4. Discussion and possible action on election outreach efforts**

- 4.1. Ms. Robinson confirmed the dates from the last meeting. She then asked if anyone was going to do any walking.
- 4.2. Mr. Popowich commented not at this time.
- 4.3. Ms. Robinson said that it's the best way to get something done.
- Newsletter: Discussion and possible action on creating, printing, and distributing the Election Edition of the newsletter.
- 4.4. Ms. Lamishaw said we should have pictures in the election edition of the newsletter.
- 4.5. Mr. Popowich commented that we can do pictures.
- 4.6. Ms. Robinson asked how the mailing is coming along.
- 4.7. Mr. Popowich commented that it's going well. The company we are working with does all the printing and mailing for us. He announced the newsletter should be out this week.
- 4.8. Ms. Lamishaw commented that we could find someone cheaper.
- 4.9. Mr. Popowich made the following motion:
- “WNC OE-010405-1: The WNC Outreach & Events Committee will use Academy Mailing to print and mail the Election Edition flyer and the postcard that are planned.”***
- 4.10. Mr. Burgess seconded the motion.
- 4.11. Mr. Popowich called roll and the motion passed 4 – 0.
- Election Flyers: Discussion and possible action on creating, printing, and distributing the Election Flyers. Includes setting a date for the walking man distribution.
  - Election Postcard: Discussion and possible action on creating, printing, and distributing the postcard reminder.
- 4.12. Ms. Lamishaw asked to confirm the dates again for the printing.
- 4.13. Mr. Popowich checked the minutes from the last meeting and noted that we had scheduled to send the election flyer and postcard to the printer on by January 31<sup>st</sup>, with a mailing date for the flyer on February 7<sup>th</sup>, and the postcard out by February 15<sup>th</sup>.
- 4.14. Ms. Robinson asked if we should have a Candidates information flyer.
- 4.15. Mr. Burgess asked if it would be in English and Spanish.
- 4.16. Ms. Lamishaw commented it is a wasted effort to do it in Spanish. She went on to say that almost everyone who comes to our meetings probably speaks English.
- 4.17. Mr. Popowich asked if we could discuss the flyer for a few minutes.
- 4.18. Ms. Lamishaw said the details of who, what, where and why would need to be in there. She asked if we can include a one line blurb on the postcard.
- 4.19. Mr. Popowich sketched out the content of the flyer based on the Sunland Tujunga template they were going to merge with the WNC Newsletter templates.
- 4.20. Ms. Lamishaw said that it should be black and white on color paper.
- 4.21. Mr. Popowich pointed out that we could still go to Office Depot if we wanted to see if we could save costs.
- 4.22. Ms. Lamishaw said we should stick with the printer since he's likely to be more inexpensive than a copy job. She went on to state that she felt we were missing the boat by not distributing the flyers to businesses.

4.23. Ms. Robinson agreed but asked who could do this. She pointed out that we need others to be involved in this process.

- Other Election outreach efforts

**5. Discussion and possible action on submitting for a Bulk Mail permit.**

5.1. Ms. Robinson asked for the status.

5.2. Mr. Popowich said he found the form and will be filling it out

5.3. Ms. Robinson asked if there was a cost savings by doing our own mailing instead of having the printer do it.

5.4. Mr. Popowich pointed out that the cost savings is not that great. The only savings would be on the bundling. All postage is the same.

5.5. Ms. Lamishaw said we can do the sorting.

5.6. Mr. Popowich said we will save about \$375.00 off of the quarterly bill. However, it would cost us \$300 for the postage permit the first year and about \$375.00 for the carrier route list subscription. So the final savings would be about \$725.00 a year.

**6. Discussion and possible action on planning for the WNC Town hall Meeting on parking issues.**

6.1. Ms. Robinson said she needs a time frame so that she can contact the Armenian school for a possible location.

6.2. Ms. Lamishaw asked for more details on why Mr. Popowich wants to do this.

6.3. Mr. Popowich responded the idea was born out of the PLUM Committee where most of the stakeholders complaints resolved around traffic or parking. He said he viewed this as an educational experience and a chance to have the people ask information and questions about how things are done.

6.4. Ms. Robinson agreed its great outreach.

6.5. Mr. Popowich stated it will show the stakeholders that if they bring their issues to us we will study and work on solutions. I would like to see a series of these. Maybe traffic issues will be next.

6.6. Ms. Robinson said that she needs a letter to get the ball rolling for the dignitaries. She will get two dates from the school.

6.7. Ms. Lamishaw suggested 3.

6.8. Mr. Popowich asked how the process works as this is the first one he's been involved in.

6.9. Ms. Robinson referred to the letter again.

6.10. Mr. Popowich said he would like to see the event after the city primaries because it will be more likely to get the council member's involved since its great PR.

6.11. Ms. Robinson will get the dates and Mr. Popowich will create the letter once the dates are confirmed.

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

**8. Committee Business –**

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

- Mr. Popowich announced he received an email from Mike Stafford, Parish Business Manager, St. Joseph the Worker Church. He said that he suggested we look into a Unity parade, the fair idea that we had already discussed, and a decorative egg event where they are placed around Winnetka.
- Ms. Lamishaw said that we could do an egg coloring contest.

- Ms. Robinson thought that would be a great idea.
- Ms. Lamishaw said it could of course be done with St. Joseph the Worker's Catholic Church.
- Ms. Robinson stated that we could provide the eggs.
- Mr. Popowich said that he is envisioning an outreach plan that has the Diversity Fair and Oktoberfest as the bookends. We could also include a Unity Parade, not a long one, to kick off the Diversity Fair. In between the WNC would focus on numerous charitable and educational events designed to involve the community.
- Ms. Robinson said we could work with John Bwarie to promote the events.
- Mr. Popowich said we need to sit down and create a calendar with hard dates. I really think this will move along and make Winnetka a community.
- It was generally agreed that the Committee would call a Special meeting to outline the calendar for the year.

- B. Brief response to statements made or questions posed by persons exercising their general public comments.**
- 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.**

## **6. Adjournment**