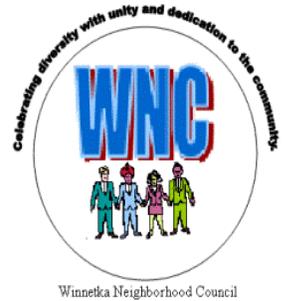




WINNETKA NEIGHBORHOOD COUNCIL

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OUTREACH & EVENTS COMMITTEE

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

From: J.J. Popowich, President

Date: May 22, 2006

Subject: Outreach & Events Committee Minutes for 05/22/06

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. Approval of minutes will be delayed until next meeting in order to give people time to review the minutes.

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

3.1. N/A

4. Discussion and possible action on creating an Outreach & Events Committee budget for the 2006-2007 Fiscal year.

4.1. One discussion resolved around looking at moving away from a quarterly newsletter and spends some funds to update the web site. There was some discussion about whether we should hire a web master to update the web site. There was also a discussion about whether the web site has enough reach to justify the costs, or whether there is a bigger bang for a buck to do the newsletter. The Committee reviewed the

4.2. \$4000.00 for banners at 2 times a year for a total of \$8,000.

4.3. \$3800.00 for web site re-designs.

4.4. \$11,400 for 3 newsletters, one of which is to be set aside for election purposes.

4.5. \$400.00 for information hand out.

4.6. \$300.00 for printing of flyers.

4.7. Ms. Robinson made the following motion:

“WNC-OE-052206-05: WNC Outreach & Events Committee requests a total of \$23,900.00 broken down as follows: \$8000.00 for banners, \$3800.00 for web site re-design, \$11,400 for 3 newsletters (one of which must be reserved for an election issue), \$400.00 for our informational hand out, and \$300.00 for printing flyers.” (Robinson)

4.8. Mr. Burgess seconded

<i>Board Member</i>	<i>Yes</i>	<i>No</i>	<i>Abstain</i>	<i>Notes</i>
JJ Popowich	X			
Marilyn Robinson	X			
Erick Lace				Absent
Dwight Burgess	X			
La Rae Littlefield	X			
Art Sims	X			
Said Faal				Excused
Totals	5	0	0	

4.9. Motion passed 5-0.

5. Discussion and possible action on a presentation by Susan Basler, on behalf of the Walk of Hearts street plaques. This may include a discussion on appropriating funds for this organization.

5.1. Ms. Basler and Ms. Daniels first presented a thank you for the support of the annual luncheon. Ms. Daniels referenced the donation the WNC has made. Ms. Daniels presented a certificate for our support. Ms. Basler mentioned that all WNC Board members would be welcome at the WNC table.

5.2. Ms. Basler introduced the discussion on the Walk of Hearts. This organization she mentioned has been around for three years now. The idea is to honor teachers in a manner that resembles the Walk of Fame in Hollywood. Each year they honor 8 – 10 teachers throughout the LAUSD area, but not limited to the LAUSD. The winners are chosen every spring. Teachers are all honored and recommended by students. One recent honoree was a teacher who teaches at a cancer hospital. Each teacher receives a plaque that is embedded in bronze along Sherman Way (currently starting in front of the Madrid Theatre). By September the teachers are invited back and the plaques are embedded in the sidewalk.

She is here to ask us for our support for this organization. They have of course worked closely with Canoga Park and West Hills, and are now expanding out to other area NCs.

5.3. Mr. Popowich asked if they are just public or private as well.

5.4. Ms. Basler said the yes its open for all non-denominational teachers. Each plaque costs about \$2500.00 per plaque. She went on to say any contribution above \$25.00 would be greatly appreciated. She said the Board had asked her to request at least \$1500.00.

5.5. Ms. Littlefield asked what the source of revenue for this program has been so far.

5.6. Ms. Basler said that currently its individual donations. The founder, Mr. Andrews, has invested a large sum. The largest donation so far has been Canoga Park NC with \$5000.00. They do have some corporate partners like Time Warner Cable. They are looking to expand this effort to reach out to corporations. A plaque installed into the sidewalk runs \$2500.00.

5.7. Ms. Littlefield commented that the logo was a great logo.

5.8. Ms. Basler commented it was created by the founder to demonstrate the knowledge and flow of love that comes from teacher’s hearts.

5.9. Ms. Robinson asked how much the others have donated.

5.10. West Hills is considering donating. Ms. Basler went on to say that it has wide support throughout the political community from Smith, Zine, Levine, and many other public representatives.

5.11. Mr. Burgess asked how the word was spread to other schools.

5.12. Ms. Basler commented that it is a grass roots effort through various groups like PTA groups, the LAUSD system, and many others. They are learning how to get the word out to the schools. The word is spreading and more and more are aware of this program.

5.13. Ms. Robinson asked if it was distributed to Winnetka schools.

5.14. Ms. Basler said that it was distributed to Winnetka schools as far as she knows. She went on to say that the organization also gives out a scholarship to someone who is going into the education career.

5.15. Ms. Robinson asked when the ceremony is.

- 5.16. Ms. Basler said that it's September 9th.
- 5.17. Ms. Robinson asked if there was any more discussion on this item. None was offered.
- 5.18. Mr. Sims commented that he was for providing some support. He went on to say that he would like to see them place one in Winnetka the next time. He felt that it may be several years before it gets down here. He went on to say that it would be a good idea to place it in a high profile area.
- 5.19. Ms. Littlefield suggested along Winnetka Avenue.
- 5.20. Mr. Sims said that if it was a Winnetka teacher it would be appropriate.
- 5.21. Mr. Robinson said that they would likely want to keep it to Sherman Way.
- 5.22. Mr. Sims said so long as it was Sherman Way in Winnetka. He pointed out Burger King on the corner of Sherman Way and Winnetka Ave. He pointed out the idea is to do it where there is high foot traffic and even in front of St. Joseph's the Worker.
- 5.23. Ms. Littlefield said that the idea may be to keep it in a line. She said overall it's a great program. However, there are a lot of great programs. She said we can't be the bank for all great things. She compared it to the National Night Out where that was a great thing, but this would have been more permanent and a greater benefit. She said the idea should be to take a look at all the programs at once on a list and then make a decision on which one we should support. Look at them all and then pick which one's we want to choose.
- 5.24. Ms. Robinson said that we're all for it, but not at \$3500.00.
- 5.25. Ms. Littlefield said we should have frozen the budget and then figured out what our projects are going to be next year.
- 5.26. Ms. Robinson said some funds, but not to foot too much.
- 5.27. Mr. Sims agreed that we should donate some funds, but not as much as a plaque since it's not in Winnetka. He asked if we should place some restrictions based where it shows up.
- 5.28. Ms. Littlefield said that even if we donated \$1500.00, that's 3% of our yearly budget. These add up.
- 5.29. Mr. Burgess said that he feels these types of ideas get our name out in the community and show we are involved.
- 5.30. Mr. Sims asked if everyone feels if we are in support at this point.
- 5.31. Mr. Popowich said that he is in support of it and it's a difficult decision. He went on to say that it's a great idea but it doesn't look like it will come to Winnetka. He also commented that he has a great respect for teachers as he has a Villaraigosa type story with his 8th Grade History teacher who saved his life in many ways. He said that if we do it we do it for the teachers and what they support.
- 5.32. There was a lot of discussion about whether this benefited the WNC. The general feeling is that we should have supported them with something but no one was sure what.
- 5.33. Mr. Popowich recused himself as his wife is a teacher and he didn't feel he could vote on it as it might benefit her some day.
- 5.34. Mr. Sims made a motion that we should support it.
- 5.35. Ms. Robinson seconded the motion and said it should be no more then \$1000.00.
- 5.36. Ms. Littlefield said that she couldn't support it at all considering the late request and how we have not set priorities.
- 5.37. Ms. Robinson made the following motion:

WNC-OE-052206-01: The WNC will allocate \$1000.00 to the Walk of Hearts Foundation.

5.38. Seconded by Mr. Sims.

<i>Board Member</i>	<i>Yes</i>	<i>No</i>	<i>Abstain</i>	<i>Notes</i>
JJ Popowich				Recused
Marilyn Robinson	X			
Erick Lace				Absent
Dwight Burgess	X			
La Rae Littlefield		X		
Art Sims	X			
Said Faal				Excused
Totals	3	1	0	

5.39. Motion passed: 3-1, Mr. Popowich recused himself.

6. Discussion and possible action on a presentation and request for funds to assist the Winnetka Child Care Center in purchasing a freezer.

6.1. Ms. Robinson introduced Canda Padilla and Lila Gevorgyn.

6.2. Ms. Gevorgyn introduced herself and passed out a letter to request an industrial freezer. She presented a package with detailed information on the unit they would like to purchase. She pointed out that this is a relatively new center with low funds. Currently they are buying food daily. The goal is to try to provide the children fresh food. In many cases they can't order enough for long periods of time and this causes them to waste some food. She said any assistance we can provide would be greatly appreciated.

6.3. Ms. Littlefield said this is a good example of delaying things until we can find worthy causes. She said that the timing of this is off since we are in a weird stage where we have to find out what our priorities are. She feels our personal opinion is we give much more visible contributions to the community centers.

6.4. Ms. Gevorgyn said that there are many other things they need like a washer and dryer and many other things. She said that as a new center we have lots of needs and the folks have done a wonderful job so far but there's more to be done. She also announced that they will be doing a pre-school as well. They can only do it during the summer as they do not have a license for the school year. They are also looking for a place to have a storage area for the children. There was a discussion on what the general day to day operations are like.

6.5. Mr. Sims asked if this was a paid position for teachers and care givers.

6.6. Ms. Padilla stated they do get paid on a part time basis. They are looking for qualified individuals with some child care credits.

6.7. Ms. Littlefield said this is one of those things where the survey can help. There is a question on there and this is an opportunity if the community says this is important then we can ask them for a list of what they need and we can look at it on a budgetary basis. She said that it would be better to give out flyers that could get the parents to take the survey.

6.8. Mr. Popowich pointed out that he agrees that there is a need for a greater focus on budgets. He went on to say that we did have a spending plan and we had a General fund which we kept aside for this type of event. However, he went on to say that our goal is not to support every organization that comes along, but to support those things that improve Winnetka. This does just that. He pointed out why there was a surplus. He asked if the parents pay and what the funds are used for.

6.9. Ms. Padilla said that they do and it covers costs for the staff and some small supplies.

6.10. There was some discussion about shopping around for the best deal.

6.11. Mr. Robinson asked how many places they have gone.

6.12. Ms. Gevorgyn said they have shopped around some.

6.13. Mr. Sims said that we now know what they have and we could shop around.

6.14. Mr. Popowich asked if they had mentioned that they were part of the City.

- 6.15. They agreed that they had. Both also pointed out that they can only purchase from Sysco. Ms. Gevorgyn commented that this was the best deal they could find for the size and came across as the most inexpensive.
- 6.16. Mr. Popowich said that he would rather they get the best item rather than just get the cheapest item.
- 6.17. There was a discussion on the other needs which included a washer and dryer (currently staff washes at the laundry mat and are not reimbursed for their costs), a storage unit, and locking cabinets.
- 6.18. Mr. Sims asked about the fee for the children.
- 6.19. It's currently \$55.00, but will be raised to \$65.00.
- 6.20. Ms. Littlefield pointed out that this is a good opportunity for our Youth Committee to reach out and let our local schools know about this school.
- 6.21. Mr. Popowich said he would make a motion:

WNC-OE-052206-02: The WNC will allocate \$2700.00 from our General Fund to purchase a freezer for the Winnetka Child Care Center. (Popowich)

- 6.22. Mr. Burgess seconded the motion.

<i>Board Member</i>	<i>Yes</i>	<i>No</i>	<i>Abstain</i>	<i>Notes</i>
JJ Popowich	X			
Marilyn Robinson	X			
Erick Lace				Absent
Dwight Burgess	X			
La Rae Littlefield	X			
Art Sims	X			
Said Faal				Excused
Totals	5	0	0	

- 6.23. Motion passes 5-0.

7. Discussion and possible action on the WNC Cable pilot program. (Jurgenson). This may include action on content, costs, and/or other resources needed to carry this program out.

- 7.1. Ms. Robinson said that she is unsure on where we can go with this. The cost was \$2000.00, but he needs this up front to do this. However, he could not attend tonight.
- 7.2. Mr. Popowich said that we voted him some funds and if he doesn't use them we can't do it and we re-appropriate the funds for something else. He said the city will only pay once they have a receipt or bill.
- 7.3. Mr. Sims said that at this point we should kill the program if we can't do it. He said that if he cared enough about this then he should be here. We should spend the funds on something that is more tangible.
- 7.4. Ms. Robinson said that in fairness she should table it one more month and let him know that is his last opportunity.
- 7.5. Mr. Popowich recommended that we put this on the agenda so that he either show progress and a specific plan or the funds will be pulled.

8. **Update, discussion, and possible action on the purchase of t-shirts or shirts. The WNC needs to determine how big of an order to place as well as what sizes to order.**

- 8.1. Ms. Robinson said she has the catalog and will bring it. She said that she didn't bring it this month.
- 8.2. Mr. Popowich suggested that we hold off on ordering them until next year for the next Board.
- 8.3. Ms. Littlefield said that we should get them for the current Board.
- 8.4. There was a discussion about business cards. It was decided that Mr. Sims will cost the cards.

9. Reconsideration on plans for the Diversity Fair. The Board requested we review the proposal and provide more specifics including: costs, location, dates, and details regarding what the fair would consist of.

9.1. Mr. Popowich outlined the goal. Celebrate what we are and make it a signature event because we don't really have anything to hang our hat on except that we are the most Diverse Community in LA. He went on to say that this would be an event to gather people show that we all get along. The idea was a stage with performers and food venues around.

9.2. Ms. Robinson asked about what Ms. Ozanian suggested.

9.3. Mr. Popowich said she wanted to do it in a manner that was outside and viewable by the public.

9.4. There was a discussion on what to do and what could be done. Ideas like piggy backing with the parks but there is a cost. A suggestion was relayed from Ms. Ozanian to do a carnival at the same time. There are costs and limitations on how many carnivals can attend.

9.5. There was a larger discussion on whether it should be outside or inside. Mr. Sims commented that outside would be better because if it's successful then we would be out of room. He also suggested we purchase a generator.

9.6. Mr. Popowich agreed with the idea of a generator for the WNC.

9.7. Mr. Sims went on to say it's probably not possible for this year, but we can plan it for April of next year.

9.8. Ms. Littlefield revisited the reason for this.

9.9. Mr. Popowich pointed out again it's to showcase what we have. We don't have a business area, an entertainment area.

9.10. Ms. Littlefield said that this can be something we can do under that vision. She pointed out that outside so they can be seen. She said that the carnival may not be the way to go, but an attraction could bouncers. She also suggested that vendors be allowed to sell their wares so they get some funds. In addition, she felt that a talent show from the five schools in the area.

9.11. Mr. Burgess suggested that they do it in the parking lot.

9.12. There were concerns about room in the parking lot.

9.13. Mr. Popowich said that maybe what we need to do is shut down a street after all.

9.14. Mr. Sims said we can send out flyers to showcasing what we want to do and focus it on Winnetka only.

9.15. The general decision was to block off a street, preferably Winnetka Ave from Sherman Way and Valerio Ave. The committee agreed that July would be a better target. There was some discussion regarding June to encompass the schools so they can do a talent show type of event. Ms. Robinson will look at the best dates and report back to the committee.

10. Discussion and possible action on a joint proposal by the WNC Outreach & Events Committee and the WNC Public Works & Transportation Committee to purchase and display 40 red, white, and blue WNC banners over the Fourth of July. This will include a discussion on allocating funds or an amount to be spent based on final costs by Nationwide.

10.1. Ms. Robinson introduced the next item. She said that she visited Nationwide and they are willing to work with us. They counted 40 banners from Victory to Roscoe Blvd.

10.2. Mr. Sims presented examples. There were three different examples that were presented: one with the flag and an eagle, a flag and the Statue of Liberty, and one with fireworks.

10.3. The group discussed the different options including some slogans. We could also alternate 20 of 20.

10.4. Mr. Popowich said he would like to see a series of banners throughout the year so that there is something up there all the time saying Winnetka NC.

10.5. Mr. Sims suggested that we also look at decorating the poles as a community effort.

10.6. Ms. Robinson made the following motion:

WNC-OE-052206-03: The WNC Outreach & Events Committee recommends that we will allocate up to \$4000.00 to purchase 40 banners to be placed along Winnetka Avenue between Victory Blvd. and Roscoe Blvd. The banner will be alternated (20 each) between the flag & eagle and flag and Statue of Liberty banner. The Outreach & Events Committee recommends the banners state on the top of all banners “Welcome to Winnetka”, with the art work in the middle, and the bottom will say “Land of the Free” on the flag / eagle and “The Most Diversified Community in LA” on the Statue of Liberty.”

10.7. Ms. Littlefield seconded the motion.

<i>Board Member</i>	<i>Yes</i>	<i>No</i>	<i>Abstain</i>	<i>Notes</i>
JJ Popowich	X			
Marilyn Robinson	X			
Erick Lace				Absent
Dwight Burgess	X			
La Rae Littlefield	X			
Art Sims	X			
Said Faal				Excused
Totals	5	0	0	

10.8. Motion passed 5-0.

11. Discussion and possible action regarding a possible outreach event at St. Joseph’s the Worker Carnival in June.

11.1. Ms. Robinson asked the Committee if they felt we should do an Outreach at this carnival.

11.2. Mr. Popowich said that if there is an event in the community that we can get into for no cost and we can get people to staff the event then we should do it.

11.3. Mr. Sims said that this is something that we should do so long as it’s a benefit to the community.

11.4. Ms. Robinson said that she would get the information and bring it to the Board to get volunteers.

12. Discussion and possible action regarding a possible outreach event at Northridge Park for the “Salute to Recreation” event in June.

12.1. Ms. Robinson announced this and provided the date and it’s from 9 to 6 PM at night. They will provide a table and canopy for us.

13. Youth & Education Sub-Committee: Reconsideration of the proposal to spend \$3000.00 for Sutter Middle School library books. The Board requested the Outreach & Events Committee to provide more details on the need for these books, whether the books that were destroyed by the flood were insured and greater detail on the method of calculation for the funds.

13.1. Mr. Popowich said that he moves we table this. He feels that this is something that we should look into and maybe have another Committee member.

13.2. Mr. Sims said that he feels we shouldn’t proceed with this. He feels this would be better spent on the freezer.

13.3. Mr. Popowich said it would be a good idea to at least look at this issue.

13.4. Mr. Sims pointed out that we pass bonds for this type of thing. Why should we continue to support this when they keep adding the bonds and the trash fees and so on. It’s not fair.

13.5. Mr. Popowich agreed and said that we should place that on a future agenda to address the trash fee issue because it was done without any opportunity to discussion. He said that we will place on the next agenda.

14. 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.

15. Adjournment