

**Neighborhood Council
Governing Board Officers:**
President Dena Weiss
Vice President Tracey Rosen
Secretary, Karen DiBiase
Treasurer Heath Kline
Parliamentarian Don Patterson

Committee Chair: Tracey Rosen
Committee Members: Harout
Aristakessian, Masha Dowell, Joyce
Fletcher, Kate Kennedy, Steve
Sommers

CITY OF LOS ANGELES
CALIFORNIA
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WOODLAND HILLS WARNER CENTER NEIGHBORHOOD COUNCIL

Outreach Committee Meeting MINUTES

Community Room, Capital One Cafe at Westfield Topanga
6600 Topanga Canyon Boulevard, 1038, Los Angeles, CA 91303
July 22, 2024, 6:30pm

If there is a change in location, this will be posted on the website.

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Karen DiBiase, Secretaria, al **818-639-9444** o por correo electrónico www.whcouncil.org para avisar al Concejo Vecinal.

Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

Items for Discussion and Possible Action:

All comments are limited to 2 minutes per speaker, unless adjusted by the presiding chair of the committee.

1. Call to Order. 6:40 pm

2. Roll call of members: Chair - Tracey Rosen; Committee members: Harout Aristakessian, Masha Dowell, Joyce Fletcher, Kate Kennedy, Steve Sommers

- a. PRESENT: Tracey Rosen, Masha Dowell, Kate Kennedy, Steve Sommers
- b. ABSENT: Harout Aristakessian, Joyce Fletcher

3. Public Announcements by city officials and representatives: (2) minutes per speaker.

- No public announcements

4. Stakeholder Public Comment Period (on items NOT on the agenda): (1) minute per speaker.

- No public comments

5. Approval of Committee Minutes: July 11, 2024,

Masha Dowell seconded

- YES: 4 - Tracey Rosen, Masha Dowell, Kate Kennedy, Steve Sommers
- NO: 0

- ABSENT: Harout Aristakessian, Joyce Fletcher

Items for discussion and possible action:

Stakeholder Public Comment will be taken on each agenda item: (2) minutes per speaker.

Item #1:

Discussion on community events the WHWCNC will table at:

- June 16th – August 25th – Valley Cultural Center Summer Concerts
 - Met some interested residents
- Woodland Hills Farmers Market
 - Reach out to schedule for Aug 10th

Item #2:

Discussion about the Summer 2024 quarterly newsletter

- Current subscriber status, Opens, Click rate
 - The newsletter was sent to 1,555 subscribers, had a 50% open rate, 60 clicks to links within the newsletter, 47 bounces, and 2 unsubscribes

Item #3:

Discussion about strategy and creating a WHWCNC YouTube Channel – Masha Dowell

- Masha Dowell prepared a strategy for YouTube
- Proposed 30 second to 2 minute videos each with a variety of subjects like how to prepare for council meetings, highlight a council members, public safety tips
- Every video will have a standard branding graphic

Tracey Rosen made a motion to create an official Woodland Hills – Warner Center Neighborhood Council YouTube Channel and upload a minimum of two videos per week to educate stakeholders and increase engagement.

Vote:

- Masha Dowell seconded
- YES: Tracey Rosen, Masha Dowell, Kate Kennedy, Steve Sommers
- NO: 0
- ABSENT: Harout Aristakessian, Joyce Fletcher

Item #4:

Discussion and possible action regarding Street Banners

- Our current street banners need to be removed as our permit has expired and another organization has reserved the space until December 2024. This can give us an opportunity to design new banners and secure a new permit.
- Following discussion, Tracey Rosen made a motion to wait and design new banners which would be installed in December with a new permit.
 - Kate Kennedy seconded
 - YES: 4 - Tracey Rosen, Masha Dowell, Kate Kennedy, Steve Sommers
 - NO: 0
 - ABSENT: Harout Aristakessian, Joyce Fletcher

Item #5:

Continue discussion about Outreach Committee goals / objectives for the 2024-2025 Fiscal Year and how we can reach more stakeholders

- Send out a survey to our mailing list to determine how involved our stakeholders would like to be. What they want to see us do? What are there concerns in the community?
 - o Everyone on the committee will suggest 1-2 items to include in the survey and present at our next meeting.
- Be more systematic with the events we choose to table at
 - o Contact LAPD, LAFD and Parks & Rec to identify community events
- NC Council Area meet-ups at local restaurants, farmers' market?
- Pancake breakfast to meet with stakeholders, veterans to discuss concerns?
- Increase stakeholder participation
- Participate in local parades
- Educate stakeholders about events / activities we're involved in
- Develop a content calendar
- Tabling at Woodland Hills Farmers Market
- Flyers on community boards at local businesses
 - o Everyone should write down anytime they see a community bulletin board
- **Farmers Market – Saturday August 10th**
- Create buzz - YouTube Channel to share events we're involved in, clean-up, events we table at, highlights of committees, stakeholder involvement, Introduce Area Reps and Committees
- **Encourage all board members to walk their block and share their contact information for WHWCNC**
 - o **Create a one page flyer for each area with their rep contact names and NC email addresses and calendar of regular committee meetings and board meetings.**

Item #6:

Discussion on future action items.

- Masha and Kate volunteered to be back up with social media, Canva and the Website. Will coordinate teaching them
- Only one meeting in August on the 12th

ADJOURNMENT: 7:51 pm

The next meeting will be August 12, 2024 at the same location.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate based on disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.org

Public Posting of Agendas - Neighborhood Council agendas are posted for public review as follows: • **A copy of this agenda is also physically posted on the outside window of the A at the front door of LAFD Firestation 84, located at 21050 Burbank Blvd., Woodland Hills, CA 91367**

- www.whcouncil.org
- You can also receive our agendas via email by subscribing to L.A. City's [Early Notification System \(ENS\)](#)

Notice to Paid Representatives -

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

Public Access of Records -

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: www.WHWCNC.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Dena Weiss at: d.weiss@whcouncil.org.

Reconsideration and Grievance Process -

For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws.

The Bylaws are available at our Board meetings and our website.