

OUTREACH & PUBLICITY COMMITTEE MINUTES OF FEBRUARY 11, 2009 MEETING

Call to order by Sue DeVandry, Chairperson at 7:20 p.m.

Members Present: Chairperson Sue DeVandry, Mary Ellen Crosby, Aaron DeVandry, Ralph Kroy, Sharon Manatt, Scott Manatt, Leon Marzillier, Anne Ziliak, Neysa Frechette, Joe Vitti

PUBLIC COMMENT ON NON-AGENDA ITEMS:

1. Ralph Kroy repaired glass in the two Kiosks located in Bee Canyon.
2. It was suggested that a notice to go out to all GHNNC board members - past and present – to bring in certifications and pictures they have of past GHNNC events. These items will be copied and framed and placed in photo albums for the new office.

DISCUSSION ON GHNNC STREET BANNERS:

Gold Graphics made and installed the GHSNC Street banners. Sue went and spoke with Scott Greenwald from Gold Graphics about making street banners for GHNNC. He gave bid for making the street banners and also for the installation, maintenance and removal of the street banners. The Outreach Committee agreed this was a great idea but wanted a couple of bids to compare with Gold Graphics.

Sue will get more bids and bring them to the next Outreach Meeting.

DISCUSSION REGARDING CD12 CITRUS SUNDAY:

CD12's Citrus Sunday is May 3, 2009. The event will run from 10:00 am to 4:00 pm. They want the NCs to become more involved in the planning and execution of this event. CD12 gave us a Commitment Form to fill out on what we as a NC would like to do for Citrus Sunday.

The Committee chose to do the following:

1. Provide and distribute flyers to various schools in GHNNC Boundaries. (Kathy) \$100.00
2. Put up a CD12 Citrus Sunday banner advertising the event (possible location Rinaldi & Balboa)
3. Put a link on the homepage of our website for the event. (Aaron)
4. Include event in our regular e-mail/calendar. (Aaron)
5. Provide incentives for donations on the day of the event. (Our GHNNC bag for your bag of fruit)
6. Water and lunch for the workers and volunteers. \$200.00
7. Partner with other community groups to promote event. Such as GHSNC, OGHRG, Friends of the Park, etc.
8. Post flyers and posters at local businesses. \$50.00
9. Distribute flyers to churches and ask clergy to announce event in church bulletins. (Mick) \$50.00

Total \$400.00

CITRUS SUNDAY MOTION: We move to participate in and appoint Sue DeVandry as a liaison to Councilman Smith's 4th Annual Citrus Sunday occurring on Sunday, May 3, 2009. We authorize the allocation of up to \$400.00 for outreach and associated expenses of the project.

Rational: It is the hope of CD12 that all the Neighborhood Councils will participate in this event. Citrus Sunday can be turned into a great outreach event and provide each participating NC with valuable positive publicity. CD12 will generate publicity through a number of sources, including the CD12 email bulletin, local newspapers, and if possible, radio and television media. They are asking each Neighborhood Council to maximize publicity within their own boundaries with flyers, email, etc.

NOMINATIONS FOR STAKEHOLDER OF THE MONTH:

Aaron brought up the four students who helped Neysa plant at the corner of Balboa and Sesnon. They are: James Germann, Melissa Densmore, Michael Reese and Justin Keene.

Aaron brought up Eileen Smulson of Operation Blankets of Love as a candidate.

Gal Gunderson, Principal of Van Gogh Street Elementary School was also named.

The Outreach Committee agreed to present Neysa's helpers at the February meeting, Gal Gunderson for the month of March, and Eileen Smulson for the month of April.

DISCUSSION REGARDING NEWSPAPER ARTICLES AND ADVERTISING:

GHNNC Board Member Jan Subar has agreed to write articles for newspapers. We have ads currently in the San Fernando Valley News, OGHRG newsletter and (?) Nina's Newspaper.

DISCUSSION REGARDING POSSIBLE NEWSLETTER:

With the addition of our new office now is a great time for a newsletter and Sue will be asking all chairpersons to submit an article by March 30th.

DISCUSSION REGARDING FUTURE OUTREACH ACTIVITIES:

1. Picnic in the Park – Western Days in association with Van Gogh Elementary School date TBA
2. Egg Hunt – April 4th at O'Melveny Park
3. Tree Give-a-Way – date TBA
4. GHNNC Open House – Possibly sometime in May
5. GHNNC Education Session/Retreat – March 8th – Outreach to be in charge of refreshments
6. Safety/Disaster Faire – date TBA

Meeting adjourned at 9:30 pm.