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Outreach and Publicity Committee Meeting
Thursday, January 24, 2013 at 6:30 PM

11139 Woodley Ave., Granada Hills, CA 91344

**GRANADA HILLS
NORTH
NEIGHBORHOOD
COUNCIL**

11139 Woodley Ave.
Granada Hills, CA 91344

Telephone (818) 923-5592

www.ghnnc.org

MINUTES

1. Call to order and introductions

• *Attendance: Kim Thompson, Ed Headington, Sue DeVandry, Shannon West, Jan Subar, Ralph Kroy, Rob Ryder, Anne Ziliak*

2. Public comment on non-agenda items

• *Noted: Chair needs to include the minutes from the previous Outreach Meetings in future Outreach Committee Meeting Agendas for approval. Chair will bring minutes from 01/24/2013 to next Committee Meeting.*

3. GHNNC - Outreach Deployment Calendar

Approval of Outreach Planned Calendar - Social Media Posts, Monthly E-Newsletter

• *Outreach has established a Google Calendar to work from that will contain the production schedule and content notes for E-News Communications, and Social Media posts. The calendar will contain content production deadlines, article subjects, and other internal outreach timetable information.*

(Outreach Calendar: google.com - UserName: GHNNCcalendar Password: ghnnc.org)

4. GHNNC - February Newsletter

Pagination for content; website landing pages; Production & Deployment Plan

- *Outreach has a target date of 2/1/2013 for deploying their first monthly E-Newsletter*
- *Ed H. has several articles; Kim T. "Empty GHNNC seats" Bill H. Emergency Preparedness (all articles noted in new Outreach Calendar)*
- *Bill H. suggests that if we link the e-news articles to a landing page on the web, that the entire monthly e-news article remain on "one webpage" utilizing anchor tags in the email to navigate to the right article location.*

5. Community Outreach Collateral Materials

Inventory of shirts, hats, etc. Determine what needs to be ordered - quantity & type

- *Sue DeVandry & Rob Ryder will meet at the GHNNC office on Jan, 31 to inventory all collateral materials*
- *Newly ordered business cards will ship to GHNNC, Knowlwood Pharmacy box (chibidakis, headington, hopkins, mann, ryder, steinberg, thompson) Sue DeVandry & Shannon West have requested GHNNC business cards on 1/24.*
- *Sue DeVandry has ordered new name plaques for the new GHNNC board members*
- *Note: Kim Thompson gave Rob a key to the office.*

6. Committee Comment on Non-Agenda Items

• *Bill Hopkins demonstrated E.P.'s "Map Your Neighborhood" leaflet that needs to be printed - possible outreach collateral material*

7. Adjournment