

Committee Members:

Co-Chairperson August Steurer
Co-Chairperson Christopher Waddy,
Therese Campbell,
Mihran Kalaydjian,
Bobbie Wasserman



• **Public Input on Agenda Items** – The public may address the Committee on any agenda item before the Committee acts on an item. The Committee will accept comments from the public on agenda items only when the Committee considers the individual item.

• **Public Input on Matters not appearing on the agenda** – During the General Public Comment period, the Committee listens to comments from the public on other matters not appearing on the agenda within the Committee's jurisdiction. * Please note that the Brown Act prevents the Committee from acting on an issue you bring to its attention during the General Public Comment period; however, the issue raised by a public member may become the subject of a future Committee meeting.

• **Notice to Paid Representatives** - If you receive compensation 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 §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please get in touch with the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

• **Public Comments are limited to two (2) minutes per speaker** unless adjusted by the presiding member of the Committee. The presiding member may impose different time limits per agenda item as needed.

Contact Person: August Steurer
818-312-5610
communications@whcouncil.org

SPECIAL Meeting Agenda

A Community Outreach Committee Meeting
Will be Held:

April 17, 2023, @ 6:30 pm – 7:45 pm
Upper Room, Woodland Hills Branch Library
22200 Ventura Blvd., Woodland Hills, CA

1. Call to Order

2. Establish Quorum:

Roll Call — Therese Campbell, Mihran Kalydjian, August Steurer, Christopher Waddy, Bobbie Wasserman

3. Comments by the Public regarding Issues NOT on the Agenda.

All public comment is limited to 2 minutes per speaker unless adjusted by the presiding member of the Committee. If available, the event page for this meeting has draft minutes posted on whcouncil.com.

Todo comentario público se limita a 2 minutos por orador, a menos que sea ajustado por el miembro presidencial del Comité. Si están disponibles, las actas preliminares de esta reunión se publican en la página del evento en whcouncil.com.

4. Approval of Available Committee Minutes

Roll Call — Therese Campbell, Mihran Kalydjian, August Steurer, Christopher Waddy, Bobbie Wasserman

5. Action Items for Discussion and Possible Action by the Committee:

Item No (A) Co-Chair Christopher Waddy

Business Cards for Board Members from Even Numbered Areas, At-Large, and Youth Representatives: Discussion and possible action regarding spending up to \$350.00 for 250 business cards for 14 Board Members. The alternative is to spend up to \$150.00 to buy perforated card stock sheets for inkjet printing 2500 cards. Additional action to confirm using historical layouts and information to be included.

Discusión y posible acción con respecto al gasto de hasta \$350.00 para 250 tarjetas de negocios para 14 miembros de la junta. La alternativa es gastar hasta \$150.00 para comprar hojas de cartulina perforadas para imprimir con inyección de tinta 2500 tarjetas. Acción adicional para confirmar el uso de diseños e información históricos que se incluirán.

Item No (B) Co-Chair August Steurer

Tri-Fold Brochure for In-person Event Distribution: Discussion and possible action regarding adopting a motion for spending up to \$250.00 for 1,000 8.5" by 14" tri-folded brochures, \$360 for 2,500 tri-folded brochures, or \$600 for 5,000 brochures.

Discusión y posible acción con respecto a la adopción de una moción para gastar hasta \$250.00 en 1,000 folletos plegados en tres partes de tamaño 8.5" x 14", \$360 en 2,500 folletos plegados en tres partes, o \$600 en 5,000 folletos.

Item No (C) Co-Chair August Steurer

Gate-Fold Brochure for In-person Event Distribution: Discussion and possible action regarding adopting a motion for spending up to \$450.00 for 1,000 12”by 18” Gate-folded brochures, \$720 for 2,500 tri-folded brochures, or \$1000 for 5,000 brochures.

Discusión y posible acción con respecto a la adopción de una moción para gastar hasta \$450.00 en 1,000 folletos plegados en puerta de tamaño 12" x 18", \$720 en 2,500 folletos plegados en tres partes, o \$1,000 en 5,000 folletos.

Item No (D) Co-Chair Christopher Waddy

Board Photos: Discussion and possible action regarding a motion taking group photos of Board Members for use in outreach media such as brochures, website, and social media.

Discusión y posible acción con respecto a una moción para tomar fotos de grupo de los miembros de la junta para su uso en los medios de divulgación, como folletos, sitio web y redes sociales.

Item No (E) Co-Chair Christopher Waddy

Valley News Column: Discussion and possible action regarding a motion for commitment and approval to write a monthly or weekly column for the Valley News/Warner Center News.

Discusión y posible acción con respecto a una moción para comprometerse y aprobar la redacción de una columna mensual o semanal para el Valley News/Warner Center News.

Item No (F) Co-Chair August Steurer**July Board Marketing Communications Workshop and Board Installation:**

Discussion and possible action regarding commitment and recommendation to have a Marketing Communications Workshop for the Board in conjunction with the installation of new Board Members, possibly on July 1st.

Discusión y posible acción con respecto al compromiso y la recomendación de tener un Taller de Comunicaciones de Marketing para la Junta en conjunto con la instalación de nuevos miembros de la Junta, posiblemente el 1 de julio.

Item No (G) Co-Chair Christopher Waddy

Creation of Outreach Schedule: Discussion on Outreach and social media with possible action regarding assigning due dates and topics for recurring Outreach activities.

Discusión sobre divulgación y redes sociales con posible acción con respecto a la asignación de fechas de vencimiento y temas para actividades de divulgación recurrentes.

Item No (H) Co-Chair Christopher Waddy

Website Structure review & Colors: Discussion regarding proposed structure and colors for website renovation.

Discusión sobre la estructura y los colores propuestos para la renovación del sitio web.

Item No (I) Co-Chair August Steurer

WHWCNC logo Renovation: Discussion and possible action regarding what changes should be made to the logo to become more engaging across media.

Discusión y posible acción con respecto a qué cambios deben realizarse en el logotipo para que resulte más atractivo en todos los medios.

6. Committee Future Meeting(s) & Possible issues

Discuss future Committee meeting agendas, acting to set a date for the next meeting.

Discutir los futuros temas para la agenda de la reunión del Comité, y acordar una fecha para la próxima reunión.

7. Adjournment of Meeting

Meeting dates for the 2021-2022 year: Committee holds meetings on the second and fourth Thursday of every month at 7:00 pm. Check the NC website calendar for a complete committee and board meetings list. Meeting dates and times are subject to change. Check the NC calendar for updated meeting schedules.

The next expected Regular Committee Meeting will be held in person on **April 24th, 2023**. This may change depending on the availability of the meeting facility. Please visit the calendar page at whcouncil.org for the complete details and confirm the location, date, and time.

Due to COVID-19, virtual teleconferencing replaces ALL in-person Committee meetings. However, please check the www.whcouncil.org website calendar page for any changes that may occur.

• **THE AMERICAN WITH DISABILITIES ACT** - 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, and other auxiliary aids or services may be provided upon request.

- To ensure the availability of services, please make your request at least (3) business days (72 hours) before the meeting you wish to attend by contacting Dena Weiss by email at d.weiss@whcouncil.org or the Department of Neighborhood Empowerment at (213) 978-1551 EmpowerLa@LACity.org

- **SERVICIOS DE TRADUCCIÓN** - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Dena Weiss de la Mesa Directiva, at d.weiss@whcouncil.org o por correo electrónico avisar al Concejo Vecinal.

• **PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, the Committee provides non-exempt writings distributed to most of the Committee Members before a meeting on the WHWCNC website: www.whcouncil.org or via the scheduled meeting video presentation. In addition, if you would like a copy of any record related to an item on the agenda, please get in touch with Dena Weiss by email to d.weiss@whcouncil.org

• **PUBLIC POSTING OF AGENDAS** –

A copy of this agenda is also physically posted outside of the West Valley Warner Center Chamber window located at 6100 Topanga Canyon Blvd, Ste 2330, Woodland Hills, CA 91367. The Chamber offices are at the Promenade Mall outside the mall's east entrance and south of Ruth Chris Restaurant. Access the offices from Owensmouth Street. Parking is free.

Agendas are also posted for public review: At www.whcouncil.org, go to the Calendar page and click on the date.

You can also receive Committee agendas via email by subscribing to LA City's Early Notification System at <https://www.lacity.org/subscriptions>

• **RECONSIDERATION AND GRIEVANCE PROCESS** - For information on the WHWCNC process for board action reconsideration, stakeholder grievance policy, or other procedural matters related to this Council, please consult the WHWCNC Bylaws. The Bylaws are available at our website at www.whcouncil.org