

Midtown North Hollywood Neighborhood Council
Outreach Committee
Tuesday, September 6, 2016
Senior Center at North Hollywood Park
5301 Tujunga Ave, North Hollywood, CA 91601

Draft Minutes

Council Members Present

Adria Brodi

e

Donna Moss

Ken Dorfman

Robyn Sumners

Council Member Absent

Don Neal

1. Roll Call

- a. 4 present, 1 absent

2. Public Comments on Non-Agenda Items

- a. N/A

3. Discussion 2016/2017 Outreach Goals

- a. Robyn Sumners raised the idea and the Committee discussed participating in one Outreach event per quarter with additional Outreach activities decided on an as-needed basis.
- b. Robyn Sumners raised the idea and the Committee discussed sharing administrative responsibilities (postings, uploading agendas, digital meeting announcements, etc.) with respective committees outside of the Outreach Committee.
- c. Adria Brodie/Robyn Sumners raised the idea and the Committee discussed playing a supporting role to other committee-sponsored events.
- d. The Committee decided to vote on the aforementioned at the October meeting.

4. Lit Crawl Outreach Support

- a. Robyn Sumners will email the executive director of the LitCrawl to clarify what kind of support she needs from the Midtown North Hollywood NC beyond the \$1000 financial request agendized on the September 7 board meeting agenda.
- b. Adria Brodie will follow up with Mary A. Garcia, Chair of the Arts & Humanities Committee and see if they need assistance from the Outreach Committee for the LitCrawl event.

5. Outreach Newsletter

- a. Ken Dorfman explained the difference between using Mail Chimp and Constant Contact as an email service. Ken suggested we use a free service with a simple template.
- b. Adria Brodie shared the Toluca Lake Outreach Committee digital postcard with the group as an example of using Mail Chimp.

- c. Robyn Sumners suggested the Outreach Committee sends out a similar digital postcard for upcoming meetings and events instead of a Newsletter. All Committee members agreed. Will take next steps at the October meeting.

6. 2016/2017 East Valley High School Sponsorship Banner

- a. Robyn Sumners contacted the High School football coach of East Valley High for additional information about the sponsorship. The banner is a 5x7 banner that hangs all year at the price of \$500.
- b. Ken Dorfman suggested that we look into sponsoring North Hollywood High School, but Robyn confirmed that the school is outside our jurisdiction.
- c. Donna Moss and Adria Brodie agreed this was an excellent opportunity to support the school.
- d. Robyn Sumners brought the motion to vote on the banner sponsorship, second by Ken Dorfman.
 - i. **4 AYES:** Adria Brodie, Robyn Sumners, Ken Dorfman, and Donna Moss
 - ii. **VOTE: (4-0) MOTION PASSES**

7. Upcoming Outreach Events

- a. One Chicken Festival – October 2, 10:00am to 2:00pm
 - i. Adria Brodie mentioned the even planners of the One Chicken Festival reached out to see if the Midtown North Hollywood NC wanted a booth at this year’s festival.
 - ii. Adria Brodie informed the Committee that the festival is a “green” event involving several organizations/businesses, informing the local community about ways to take better care of the environment
 - iii. Ken Dorfman asked how much does the booth cost? Adria Brodie sent a follow-up email to the Charles, the event planner, for clarification.
 - iv. Donna Moss and Robyn Sumners agreed that this event is worth checking out.
 - v. Adria Brodie mentioned she was available for the October 2 date should the Committee vote on setting up a booth, pending more information.
- b. Voter Registration – October 6, 6:00pm to 8:00pm.
 - i. Adria Brodie mentioned that per Mary A. Garcia, the Outreach Committee did not have to do anything for this event. At the most, flyers would be given for us to promote via social media, etc.