



- Committee Chair-

Kari Roberts

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City of Los Angeles
GREATER VALLEY GLEN COUNCIL

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www.greatervalleyglencouncil.org

- Committee Members -

Malky Kertis

Kathleen Schwartz

Mike Stathopoulos

Outreach Committee Minutes Tuesday, September 30, 2014 @ 6:00pm

Erwin Elementary School Auditorium
13400 Erwin Street, Valley Glen, CA 91401

The public is requested to fill out a "**Speaker Card**" (per individual item) to address the Board on any item of the agenda prior to the Board taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Board's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Board. Presiding officer reserves the right to limit further, depending on number of speakers. No person may assign their speaking time to another person. Period for comment not to exceed 2 minutes.

Agenda is posted for public review at: **Erwin Street School**, 13400 Erwin Street, Valley Glen, CA; and on the web site, www.greatervalleyglencouncil.org.

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1. **Call to Order and Roll Call** - All committee members in attendance.
2. **General Public Comments (see rules above)**
C. Ferreyra commented that he would like to see a section on the GVGC website for Armenian and Spanish speakers. M. Stathopoulos to see if we can add this to the site.
3. **Board Member Comments** - None

Joint Meeting w/ Parks & Improvements Committee:

4. **Movie in the Park – October 25th: Flyers, E-blasts, Outreach booth, Social media posts, Website Content**
A. Public Comment - None
B. Committee Member Comment:
- S. Myrick will contact Kittridge Elementary, Erwin Elementary and Monlux Elementary to determine if Move Night flyer can be sent home with children the week of October 20.
- Outreach Committee will schedule 3 E-Blasts; A Eblast must be scheduled to go out on October 24th.
- Jannol, Myrick and Outreach Committee will craft the Flyer and provide to Outreach.
- Outreach will print enough to supply the 3 elementary schools, and to pass out to residences circling the park (approx 500 residences).
- All Parks and Outreach Committee members will be required to pass out flyers.
5. **Best Landscape Initiative: E-blasts, Website Content, Social Media posts**
B. Public Comment - None
C. Committee Member Comment:
- Board desires committee to make explicit the Committee's mission to take leading role in recognizing drought tolerant landscape.
- Jannol and Simon will craft Mission Statement copy, Social Client (e.g. Facebook) copy and E-blast copy. All content deliverables will be provided to Outreach Committee for website/social posting.
- Eblast scheduling: Jannol and Simon will work with Outreach Committee.
- No further Best Landscape Awards will be given until all copy is updated on website, social posted, and. E-blasted, probably November 2014.

Additional Outreach Committee Agenda Items:

6. Light Pole Banners

A. Motions - K. Roberts motioned to approve expenditure of up to \$8,000 to design, produce, obtain permits, install and maintain up to (50) street light pole banners, including (2) portable banners for events.

- M. Kertis seconded the motion. Motion passed unanimously.

B. Public Comment – None

C. Committee Member Comment - None

7. GVGC Branding: Business Cards / Tote Bags

A. Motions - K. Roberts motioned to approve expenditure of up to \$1,000 for Amgraph to design and produce business cards for GVGC board members.

- Motioned seconded by M. Stathopoulos. Motion passed unanimously.

- K. Roberts motioned to approve expenditure of up to \$2,000 to design and produce 1,000 GVGC logoed tote bags to be distributed at GVGC meetings and Outreach events.

- M. Kertis seconded the motion. Motion passed unanimously.

B. Public Comment - None

C. Committee Member Comment – K. Roberts to email committee different design options of logoed bag.

8. GVGC Website Maintenance

A. K. Roberts motioned for the GVGC board to approve an expenditure of \$175 per month to Aaron Devandry for ongoing maintenance of the GVGC website and calendar.

- M. Stathopoulos seconded the motion. Motion passed: 3-0-1. (K. Schwartz abstained)

B. Public Comment

C. Committee Member Comment

9. Adjournment

- K. Roberts motioned to adjourn, seconded by M. Kertis. Meeting adjourned at 7:15pm.