

GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



10116 Riverside Drive, Suite 200
Toluca Lake, California 91602
Phone: 818-755-7674 Fax: 818-755-7649
info@gtlnc.org www.gtlnc.org



OUTREACH COMMITTEE MEETING Minutes for: Thursday, January 4, 2007

1. Meeting Opening / Call to Order

- Start time: 7:30 p.m.
- Present: Jeff Rector, Peter Hartz, Gene Elerding, John Moskal
- Absent: Edith Gursel, Betsy Mogal, Wendy Mogal, Cathy Saliba, Jerome Williams
- Motion to approve minutes from last meeting (November) - vote results: Unanimous approval

2. Ongoing Business

- GTLNC Brochure (Tri-fold) – This brochure is still in the process of being created. Peter Hartz will call Betsy for her latest draft, and Gene will edit the form based on comments received from other Committee members.
- Digital Imagination – Peter noted that DI is the vendor for our website and has a central database of about 100 e-mail addresses (for future e-mail blasts). The Committee discussed the need for a notice template. Peter will meet with DI next week regarding an update to the website and will discuss how best to get information to DI for e-mail broadcasts. Jeff noted the need for an expanded e-mail database and for more images at the website.
- Newsletter – The Committee discussed the pros and cons of a regular, written newsletter. The general consensus is that a web-based newsletter would be more efficient, less costly, and more likely to be used to disseminate information.
- Events – The Committee discussed the possibility of a social event for Council members that would help them to get to know one another. Gene will discuss the possibility of a pot luck dinner for members and their spouses/significant others with Terry Davis. John Moskal agreed to help coordinate the food and beverages. Tentative date: 7:00 p.m. on Friday, February 16th.
- Hospitality – John will prepare a 2007 sign-up form for members to volunteer their services for food and beverages at regular meetings. The form will be circulated during the orientation meeting this month.

3. Work In Progress

- Bulletin Board – Peter will arrange for John Moskal to receive a key to the bulletin board outside the Discovery Shop
- Banner for School – Peter will arrange for a banner to be placed at the Toluca Lake Elementary School regarding GTLNC's contribution to the after school tutoring program.
- Online Encyclopedia -- Peter noted that he needed to obtain additional paperwork for the software program for Toluca Lake Elementary School.
- Office Nameplate -- Peter reported that Karen Goldwasser has requested a better directory nameplate for GTLNC.
- Trash Cans – Peter said that he will arrange to have GTLNC nameplates attached to the community trash cans purchased by the Council.

4. New Business

- Good Neighbor Award – Peter moved that the Committee recommend to the Council that it present its Good Neighbor Award to Callie and Cady Stark organizers of the Kling Street Kids,

GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



10116 Riverside Drive, Suite 200
Toluca Lake, California 91602
Phone: 818-755-7674 Fax: 818-755-7649
info@gtlnc.org www.gtlnc.org



which raises money each year for Childrens Hospital Los Angeles. The Committee unanimously approved the motion.

- Purchase of Projector, Camera and Laptop – The Committee discussed the need for a Council projector, camera and laptop. Peter noted that the Council had available funds for such equipment, which could prove handy at Council meetings and for presentations by developers. Cathy Naugle will be asked to check on renting equipment for the orientation meeting, assuming it cannot be provided by the school.
- Mission Statement for 2007 – The Committee discussed an action plan for 2007, including:
 - Having the 2007 election take place at more than one location
 - Working more closely with other local organizations (e.g., the Chamber of Commerce and Toluca Lake Homeowners Association)
 - Methods for increasing stakeholder interest (e.g., walkabouts, events)
 - Increasing the data base of stakeholders
 - Distributing questionnaires about what needs to be done in the community
 - Expansion/promotion of the website

5. Meeting Close

- Next meeting date: Thursday, February 1st at 7:30 at 10116 Riverside Drive, Suite 200

41078419.1