

# GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



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## OUTREACH/ELECTIONS COMMITTEE MEETING MINUTES for: Thursday, February 7, 2008 7:30 PM 10116 Riverside Drive, Suite 200 Toluca Lake, CA 91602

### 1. Meeting Opening Call to Order:

**Time:** 7:30 P.M.

**Attendance:** Peter Hartz, John Moskal, Rich deMichele, Steve Reidman, Jessica Sterling, Susann Jarvis, Betsy Dennis, Gene Elerding

**Absent:** Jeff Rector, Maria Tirado

**Guests:** Marissa Cohen, Marlene Breittenbach

Motion to approve January Minutes.

**Motion to approve January Minutes made and seconded. Motion approved**

### 2. Work In Progress-Public input limited to 3 minutes

**GTLNC Promotional Items:** The Welcome Bags/Package concept and scope of the project was explained for the benefit of the new committee members. It is intended that these Welcome Bags/Packages be used to reach out to new stakeholders as a way of welcoming them to the neighborhood and to try to get them involved in neighborhood issues and works. This project is intended to also be a joint effort involving the Chamber of Commerce and the Homeowners Association in order to obtain names of new stakeholders as well as help solicit information and obtain other items from local businesses that would be value to new residents.

Betsy Dennis volunteered to accept responsibility for leading and coordinating this project, which will include talking with the Chamber and the HOA as well as talking to local vendors about participating in the project.

**Community Council:** Peter Hartz and Terry Davis met with Scott Morris of the Homeowners Association. Scott brought up the issue of funds for Toluca Baseball. The group needs money for equipment and the amount is estimated at approximately \$6,000. There was also some discussion of splitting the costs with the Studio City Council. It was decided that this item should be added to the agenda for the March meeting of the Outreach Committee; Scott Morris to be invited to attend and present their funding request.

In addition, it was agreed that the idea of a Community Breakfast for members of the area groups be further explored. The idea is to use this "breakfast" as a way of opening up further communications and interactions between the leaders and members of these groups.

Peter Hartz volunteered to look into the cost and logistics of such a breakfast at the Lakeside Country Club and the Smokehouse as two possible venues.

### 3. New Business- Public input limited to 3 minutes

**Outreach Roles & Responsibilities:** Karen Goldwasser had prepared a breakdown of assignments and tasks of the Outreach Committee. Peter Hartz and Jeff Rector will continue as co-chairs. As previously mentioned, Betsy Dennis agreed to be the Coordinator for the Welcome Bags/Good Neighbor project. Rich deMichele agreed to handle photography and video needs. Susann Jarvis agreed to be the Editor of the newsletter and to handle the Tolucan Times ads and articles, as well as function as the Ad Hoc Webmaster. Other roles and responsibilities were left unassigned until the next meeting.

**Earth Day:** Jessica Sterling and guests Marissa Cohen and Marlene Breittenbach from the Rio Vista Elementary School presented ideas for making the Earth Day celebration on April 20<sup>th</sup> a major neighborhood event. Two of the suggestions involved events already being worked on by Rio Vista. They are having an environmental awareness event at Weddington Park on Thursday, April 17<sup>th</sup>. Councilman LaBonge has been invited to participate and they invited the GTLNC to also participate in the event as part of the Earth Day celebration.

In addition, **Rio Vista** is working on a program for their fifth grade students to participate in a Science Camp event on Catalina Island. Last year, Rio Vista won the LAUSD lottery to have students from their school attend a District-sponsored Science Camp. It was so successful that Rio Vista decided to create their own event since they would not have District sponsorship this year. They are working with Mountain & Sea Adventures on Catalina Island for a 3 day/2 night science and ecology study campout for 58 of Rio Vista's fifth graders plus two designated teachers and four parent chaperones. The total cost of the event is \$14,000, which includes transportation, lodging, food, equipment, security, insurance, etc. Rio Vista has risen a little over \$7,000 through their own fund-raising efforts and contributions from parents. They need to come up with the rest of the funds in order to go ahead with the event. Although they have one additional fund raiser—Miceli's restaurant has agreed to contribute 30% of all dinner proceeds from the

evenings of February 18<sup>th</sup> to February 21<sup>st</sup>—the school will still be short of the total needed to go forward with the project. The Outreach Committee discussed the issue and approved a proposal to present the following motion to the Board at the February 19<sup>th</sup> Board meeting:

**Motion:** That the GTLNC Board agrees to release the \$5,000 already set aside in the budget for Rio Vista Elementary School to be used for this project and to approve additional funds up to a maximum of \$2,000 to cover any shortfall still remaining after the school’s fund raising event of February 18 to the 21<sup>st</sup>. Motion to approve was made and seconded; Motion passed 9-0.

**Copy Timeline:** Susann Jarvis agreed to handle coordinating and creating the Toluca Times ads and articles for the GTLNC. Peter Hartz will provide Susann with the contact information of the person coordinating the Board’s ads and articles at the Toluca Times. Susann will then prepare a timeline and proposed schedule of ads and articles, based on existing projects as well as open ad/article space, and distribute it to the appropriate committee chairs for their input.

**Business Cards:** It was agreed that GTLNC business cards will consist of the Council Members name, the GTLNC phone number and member email address. No personal phone numbers will be included.

A request was made for **Toluca Lake Elementary School** to submit a request/invoice for six folding conference tables (6’ each) and 25 conference room/meeting chairs for use by the GTLNC Board at their meetings at the school.

It was also suggested that Rio Vista and Toluca Lake Elementary Schools get together a “wish list” and submit by no later than the April or May Board meetings specific budget/invoices for items that are needed by both schools and which are not covered by school funds received from the city or other governmental agencies. There is a “windfall” balance of funds in the GTLNC budget that must be used by the end of the Council’s fiscal year (June 30<sup>th</sup>) or the funds will be “lost.”

**4. Close Meeting**                    8:56 PM  
**Next meeting date:**            Thursday, March 6; April 3; May 1; 7:30 at 10116 Riverside Drive, Suite 200.