

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, March 8, 2007 7:30 PM
10116 Riverside Drive, Suite 200 Toluca Lake, CA 91602

1. Meeting Opening/Call to Order

- Start time 7:30 PM
- Attendance Peter Hartz and Jeff Rector (Co-Chairs), Gene Elerding and Maria Tirado
- Absent Excused: Cathy Saliba and John Moskal Unexcused: Betsy Mogul
- Guests None
- Motion Minutes from February Meeting approved.

2. Work In Progress Public Input-3 Minutes

- Bulletin Boards are up.
- North Weddington Park Scoreboard is in operation (with a banner crediting GTLNC for its contribution).
- Online Encyclopedia Additional paperwork/invoice is still required in connection with the online encyclopedia software program for the Toluca Lake Elementary School. Peter will obtain remaining paperwork from TLES).
- GTLNC nameplates have been placed on all 10 community trash cans.

3. New Business Public Input-3 Minutes

- Good Neighbor Award will be presented to Callie and Cody Stark at the regular March meeting of the Board. Certificates of appreciation will be present to the other "Kling Street Kids" who participated in the fundraising. John Moskal is arranging for the forms. Parents and others are being invited to attend.
- Tolucan Times The Committee discussed GTLNC's use of the *Tolucan Times* for Outreach purposes and how best to utilize ad space and articles prior to each meeting. Jeff noted that articles (300-350 words in length) did not have to (necessarily) be placed during the same week that advertising space is purchased. Maria and Peter will create a ¼ page ad for the *Tolucan Times*.
- Purchase of a camcorder and a Mac laptop is still in progress. The projector has been delivered. The Committee discussed security issues related to the location where the equipment will be maintained. Peter will have a Demand Warrant for the camcorder and laptop submitted to the City.
- Mission Statement for 2007 The Committee needs to obtain a copy of its current mission statement to determine whether any changes are required. The issue is tabled until the next meeting. Gene will obtain a copy of the Committee's current mission statement.
- Schools Peter described the presentation folder designs that he has created for Toluca Lake Elementary and Rio Vista Elementary. Children will use the folders to transmit information between school and home, including information distributed by GTLNC. The folders will contain GTLNC's logo and Peter will add more contact information to the presentation folder.

Motion: That the Outreach Committee recommends to the GTLNC Board that \$2048.10 be approved for the creation of folders for Toluca Lake Elementary and Rio Vista schools.

- Trash Can Pickup The Committee discussed the possible sharing of expenses for waste management with the Garden Club. This topic will be deferred until April so that a determination can be made if this is a more appropriate project for Environmental Affairs. The Committee also discussed recycling by multi-unit buildings and whether the Planning or Environmental Committees should consider the issue (e.g., in terms of variance obligations).
- Catered Afternoon Party The Committee discussed the possibility of a catered party, with rides for the children, committee booths, and participation by local businesses and the Councilman. One possible location is the Moorpark median strip (a joint celebration of its creation. Maria will work up a written proposal for a catered event and present it at the next meeting.

- Promotional Items The Committee discussed the purchase of apparel and paraphernalia (e.g., polo shirts, hats, magnets, etc.) for GTLNC directors, volunteers, and others. Peter obtained a quote for hats and T-shirts. Additional quotes will need to be obtained.
Motion: That the Outreach Committee recommend to the GLTNC Board an expenditure of \$3400 for promotional items, such as T-shirts, sweatshirts, hats, pens and magnets with the GTLNC logo.
- Benches Quick Crete Products Corp. has quoted GTLNC a price of \$1,399.67 to create a bench (with GTLNC logo) to be made for Old Lankershim Village.
Motion: That the Outreach Committee recommends to the GTLNC Board that \$1,500 be spent to purchase a concrete bench (with the GTLNC plaque) for Old Lankershim Village.
- Street Banners The Committee discussed the use of street banners (e.g., “Home of...” with a picture of Bob Hope and other famous, former residents) to promote Greater Toluca Lake and a sense of community.
- Hidden Garden Peter reported on the sign to be donated by GTLNC for the Hidden Garden at Rio Vista Elementary.
- Additional Bench The Committee agreed to investigate the potential placement of a cement bench (with plaque) in the area of Magnolia Grill.
- License Plate Reader. An official announcement of the license plate reader program will take place on March 15th. The Committee discussed the public relations aspect of the kickoff.

4. Meeting Close

Next meeting date: Thursday, April 5, 2007 at 7:30 at 10116 Riverside Drive, Suite 200