

# GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



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## OUTREACH COMMITTEE MEETING

MINUTES for: Thursday, April 5, 2007 7:30 PM  
10116 Riverside Drive, Suite 200 Toluca Lake, CA 91602

### 1. Meeting Opening

**Call to Order** by Gene Elerding

**Time:** 7:30 p.m.

**Attendance:** Gene Elerding, Betsy Mogal, Cathy Saliba, and Maria Tirado

**Excused Absence:** Peter Hartz, Jeff Rector, and John Moskal

**Guests:** None

**Motion to approve minutes from March Meeting: Approved**

### 2. Work In Progress

The Committee discussed the status of the following projects:

- Lankershim Village Bench
- Acquisition of laptop, camera(s) and accessories
- Online Encyclopedia
- "Hidden Garden" sign
- School Presentation Folders for Toluca Lake Elementary and Rio Vista
- The purchase of GTLNC promotional items
- Street banners (partnering with other community groups)
- Potential catered community party

### 3. New Business

- Mission Statement for 2007 – The Committee discussed the Committee's current mission statement (found at GTLNC's website). The Committee decided to replace the third bullet point ("• To join with other community groups to make our neighborhood a safe place in which to live and work") with the following:
  - To partner with other community groups in reaching out to, and encouraging the participation of, stakeholders
  - To identify the concerns and solicit the comments of stakeholders
- Outreach Budget. The Committee discussed the proposed budget for 2007-08 and arrived at the following rough cut:
  - (1) Block Party -- Maria guesstimated \$5,000 as the possible expense of a catered community party (and, perhaps, celebration of a new median off Moorpark)
  - (2) Four cement benches @ \$2,000 each (two for Magnolia Blvd.; two for elsewhere) for a total of \$8,000

- (3) Elections (the same amount or slightly more than what the Council spent last year)
- (4) Trifold -- \$1,000
- (5) "Name the Swan and its chicks" promotion (in coordination with the Chamber of Commerce) -- unknown
- (6) Historic bus tour of Greater Toluca Lake – One or two open air or double-decker buses and advertising -- \$2,500
- (7) Newspaper advertising/articles -- \$6,000
- (8) Pancake breakfast -- \$500
- (9) Development-related outreach activities (outside the regular newspaper budget) –To be determined
- (10) After school program and/or books for both elementary schools -- \$6,000
- (11) Joint projects with Chamber and Homeowners Associations -- unknown
- (12) Street banners – To be determined

#### **4. Meeting Close**

Next meeting date: Thursday, May 3, 2007 at 7:30 at 10116 Riverside Drive, Suite 200

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