

# GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



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## OUTREACH/ELECTIONS COMMITTEE MEETING MINUTES for: Thursday, May 1, 2008 7:30 PM 10116 Riverside Drive, Suite 200 Toluca Lake, CA 91602

### 1. Meeting Opening Call to Order:

**Time:** 7:30 PM

**Attendance:** Peter Hartz, Steve Reidman, Rich de Michele, Gene Elerding, Susann Jarvis, Cathy Saliba and John Moskal

**Absent:** Jeff Rector, Jerome Williams, Betsy Dennis and Maria Tirado (leave of absence)

**Guests:** Marlene Breittenbach

**Motion** to approve the April Minutes was passed unanimously.

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

#### Toluca Lake Elementary School “Wish List”

- A new banner for our drill team – Steve Reidman presented the designs and the cost of \$366. Vendor to be contacted to see if banner can be done by the Pancake Breakfast on May 10<sup>th</sup>. Otherwise, there was a question of whether it would be needed for this school year or not but the payment was approved.
- Sponsoring our school newspaper – This item was tabled as the school was asked to submit a “Wish List” for the next fiscal year assuming a \$10,000 funding amount from the GTLNC.

#### GTLNC Promotional Items: Lead, Betsy D. This topic postponed until June meeting since Betsy was absent.

- Chamber of Commerce
- Toluca Lake Homeowners Association
  - TLHO website
  - GTLNC will work with them to expand and possibly combine databases
  - Vendors for goodies for the Welcome Bags

#### Community Council: Lead, Jerome Williams

- Community Breakfast set for May 8<sup>th</sup> – Jerome and Terry Davis to represent GTLNC.

#### Good Neighbor Award: Lead, Jeff Rector This topic postponed until June meeting since Jeff was absent.

#### GTLNC Newsletter Lead, Susann Jarvis

- Karen is updating as things come across the desk from Committees
- Date for next distribution – May 8<sup>th</sup> meeting to establish community cooperation items. Newsletter may be part of this effort. Terry Davis will be asked to bring up subject at meeting, if appropriate, and provide Susann’s name as GTLNC coordinator for newsletter project.
- Cost of printing newsletter estimated at \$5,000 for next year’s GTLNC budget. This is based on new design and larger mailing list.

#### Refrigerator Magnets: Lead, John M.

John working on this. Estimates the cost to be under \$200.

#### Polaroid Sleeves: Lead, Rich deM.

Spectra film no longer available. Polaroid 600 film is available so Rich will purchase enough film for 100 photos. Susann found standard photo holders for Polaroid photos. Peter to purchase them online. Susann will provide art work and get printed.

#### Tolucan Times Copy: Lead Susann J.

- For C.E.R.T. Town Hall May 14<sup>th</sup> – Ad is in progress. Susann contacted by C.E.R.T. committee with ad info.
- Last year spent \$4,615 in ads. Proposed budget for new year is \$5,000. Susann to talk to Tolucan about preferred rates based on a guaranteed insertion commitment.

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

- **CVENT** info- This was postponed as Jeff was absent.
- **Budget** for Next Year – Last year, spent \$10,000 on Toluca Lake Elementary School and \$7,000 on Rio Vista. Budget for next year will be \$10,000 for each school. Both schools were asked to resubmit a wish list using this budget amount as a basis and setting priorities for the programs they would like the Council to help fund. Proposed \$1,000 for Community Council use.
- Outreach efforts (per DONE) for **boundary change adjustments** in the area bounded by Whipple/101 Freeway/LA River/Lankershim
  - GTLNC is in the process of applying to DONE for a boundary adjustment involving an area currently within the jurisdiction of the Studio City Neighborhood Council. Although boundary change petitions were previously collected and submitted to the City, DONE has recommended the Council obtain more recent signatures. Gene E. recommended that we circulate new petitions at the regular meetings of the GTLNC and SCNC in May. Given that DONE is responsible for the delay in the application process, GTLNC will not be conducting a new canvass of the area in question for additional signatures, especially since this might annoy stakeholders in the area.

### 4. Event/Meeting Calendar

The new marquis at the Toluca Elementary School is going up on Friday, May 2<sup>nd</sup>.

It was suggested and accepted that June Outreach Committee meeting for June start at 7:00 P.M. instead of 7:30 P.M.

### 5. Close Meeting

**Next meeting date:** June 5; July 3; August 7; September 4; October 2; November 6; and December 4.  
7:00 at 10116 Riverside Drive, Suite 200.