

GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL



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OUTREACH (Includes Elections) COMMITTEE MEETING MINUTES Thursday, November 2, 2006 7:30 PM 10116 Riverside Drive, Suite 200

1) Call Meeting to Order

Attendance: Jeff Rector (chair), Peter Hartz, Gene Elerding, Betsy Mogul, Wendy Mogul, John Moskal

Absent: Excused: Cathy Saliba, Edith Gursel, Jerome Williams

Guests:

Review Agenda/Approve October Minutes. Minutes approved as submitted.

2) On-Going Business

Toluca Times

From 1/4-page once a month to 1/8 page weekly. Discussed effectiveness of these ads. We will suspend buying Toluca Times ads through the end of 2006. Discussed alternative publicity methods. Peter is checking with American Direct marketing to buy a mailing list for one year.

GTLNC Brochure (Tri-fold)

Betsy completed the tri-fold but additional input has made the tri-fold already obsolete. It will have to be changed to the original submission by Betsy in order to keep it evergreen as an unchanging "who we are and what we do" piece. Discussed the possibility of printing the final on glossy paper.

Mailings

The cost of printing and postage is too high. We will re-examine sending postcards.

Email List

Karen has been compiling email addresses but has not sent out any emails yet. Discussion of how to send a broadcast email.

Newsletter

Tabled to next meeting.

Web Site

Tabled to next meeting.

Events

- **Outreach Sundays at Farmers' Market:** We have a table with information. There is confusion from attendees who think we are the information table for the Farmers' Market. We will try to get a separate space.
- **Propose Social for Outreach:** John Moskal suggests a party where each councilmember bring two stakeholders. Discussion about location.

Hospitality

John Moskal reports that sandwiches and beverages will be provided at the election on Sunday.

The Magical Christmas Caroling Truck is not available at this year's Chamber Holiday Open House. Jeff Rector suggested *that the Council come to the rescue and hire a double-decker bus, and invite the high school choir and marching band to perform. It was moved that the Council sponsor this activity.* The motion passed unanimously.

2-B) Work In Progress

Bulletin Board

- **Discovery Shop:** will be ready soon.
- **North Weddington Park:** will be ready soon.

Elections

Update, Gene Elerding, GTLNC Councilmember Elections, to be held **November 5, 2006**

Gene reported that "everything is ready to go."

3) New Business

TABLED UNTIL NEXT MONTH'S MEETING

- Confirm who is on the Committee
- Photo Shop software for Office (no current program loaded that can manipulate/size/etc. pictures)
- Maybe HTML software too for website pages
- "Plate" with GTLNC information for lobby directory at 10116 Riverside Drive

4) Public Input

NONE

5) Close Meeting

Meeting Dates for 2006: December 7

Meeting Dates for 2007: January 4; February 1; March 1;

Time 7:30 PM

Location: 10116 Riverside Drive, Suite 200