

# 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/ELECTIONS COMMITTEE MEETING

### MINUTES

Thursday, September 7, 2010 7:30 PM

1. Meeting Opening / Call to Order Start Time 7:35 PM

2. Attendance – Please mark X=present EX=excused AB=unexcused absence:

Ryan Altoon, Chair	Dylan Conroy	Heidi Dublin	Rich de Michele	John Moskal
X	X	EX	EX	X

### 3. Work-In-Progress

#### a. GTLNC Newsletter

Lead: Ryan Altoon

##### i. Update on submission of articles

Heidi Dublin has provided two articles (4<sup>th</sup> of July, School of Rock) and photos for the newsletter. Committee Chairs will be reminded of the blurbs that are needed as well as any images they may have from community events.

### 4. On-Going Business

#### a. Good Neighbor Award

Lead: Rich de Michele

##### i. Tim & Linda Hawkins

All information has been submitted to Alice Roth and we are awaiting a response on when the award will be prepared and Cm. Tom LaBonge's availability to present the award at our September Board meeting. Rich will follow up with Alice to check the status.

#### b. Web Design

Lead: Ryan Altoon

##### i. Update on web design development

The payment was finally received by the consultant, 18 months after starting their work. The website launch will occur before the end of the year. The content and images will be compiled over the following month with an official launch scheduled for October 2010.

#### c. Outreach Strategy

Lead: Ryan Altoon

##### i. Community Outreach

The new website will be a tool to help facilitate communication and awareness of events, information and other important facts to the community. Outreach will work with local Board Members (Lance King, Craig Strong) to identify new residents to offer "Welcome to Toluca Lake" bags

1. The campaign will be a measured strategy with a specific call to action (website registration, etc.)
2. The bag will include local coupons (sponsored) and "Important Facts" about Toluca Lake including websites, numbers, restaurants, businesses and contacts.

##### ii. Events

Several events are scheduled (Halloween, Holiday Open House) and the Outreach Committee will begin strategizing on how best to promote and support these events. Outreach will coordinate with the Executive Committee to determine how to establish an entity that can accept donations and sponsorship funds (501-c3).

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1. Dylan will begin investigating sponsorship opportunities with local non-profit organizations, VIP's, and business organizations with upcoming anniversaries.
2. Dylan will visit the Studio City Farmer's Market to identify the best practices. The Outreach Committee will define a plan for enhancing the FM experience in Toluca Lake.
- iii. Social Media  
The new website will be actively integrated with LinkedIn, Facebook and Twitter. Dylan will implement a social media strategy with goals to increase registered users and community involvement/participation. This strategy will be implemented once the new site is live.

### d. Budget

Lead: Rich de Michele

- i. Discuss FY 2010 budget allocations  
No action.

## 5. Upcoming Events

### a. The next Outreach Meeting:

Thursday, October 7, 2010  
GTLNC Office  
10116 Riverside Drive, Suite 200A  
Toluca Lake, CA 91602  
7:30pm – 8:30pm

## 6. Close Meeting

Close Time 8:45 PM

Neighborhood Council Meeting Agendas are posted for public review: Discovery Shop bulletin board on west wall, Ramsey-Shilling Real Estate, 10205 Riverside Dr.; Toluca Lake Car Wash, 10515 Magnolia Blvd.; North Weddington Park Recreation Center-Bulletin Board; North Hollywood Public Library, as well as on the GTLNC Web site [www.gtlnc.org](http://www.gtlnc.org).

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days (72-hours) prior to the meeting you wish to attend by contacting the Neighborhood Council Project Coordinator Taneda Larios at 818-374-9892, Toll-Free (866) LA-HELPS, or email [taneda.larios@lacity.org](mailto:taneda.larios@lacity.org).

Process for Reconsideration: Any person or group adversely affected by the decisions or policies of the GTLNC may file a written grievance with the Council. The Council shall then refer the matter to the Grievance Committee. Persons who wish to claim a grievance may do so by communicating with any member of the Grievance Committee, and the Grievance Committee shall invite the person claiming a grievance to present arguments and evidence, which may include testimony, to the committee. The Grievance Committee shall act to hear a grievance within thirty days of the initial communication and shall prepare a report and recommendation to the GTLNC to present at its next meeting, or at least no later than the following meeting. The Grievance Committee may on its own volition, communicate its findings directly to the Department of Neighborhood Empowerment (DONE) in addition to reporting to the Governing Board. The Governing Board shall include Grievance Committee reports in its agenda and shall hear the reports in a timely manner as describe above. Any aggrieved stakeholder has the right of appeal to DONE any decision by the GTLNC. This grievance process is intended to address matters involving procedural disputes, e.g., the Council's failure to comply with these Bylaws, or its failure to comply with the City's Charter, the Plan, or local, State or Federal law.