



AGENDA LECTIONS & OUTREACH MEETING

Wednesday, August 4, 2021

6:30 pm

ZOOM – MEETING ID 979 4137 2867



Join Zoom Meeting Online: <https://zoom.us/j/97941372867>

Meeting ID: 979 4137 2867

Or via phone: (669) 900-6833 and enter/dial 979 4137 2867 followed by # (pound)

IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17, 2020) AND DUE TO CONCERNS OVER COVID-19, THE BOARD OF GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ON ZOOM AND BE ACCESSIBLE TELEPHONICALLY.

Instructions on how to sign up for public comments will be given to listeners at the start of the meeting.

COMMITTEE MEMBERS		<i>X = Present, AB = Absent, EX = Excused</i>	
—	Nick Baker <i>Co-Chair</i>	<u>X</u>	—
—	Paige Cram Fakhraie <i>Co-Chair</i>	<u>X</u>	<u>X</u>
—	Katherine Hatton	<u>X</u>	—

1. Call to Order	Start Time 6:40 PM									
2. Attendance – Sean Besharty, Colby Jensen	Public in Attendance: ___									
3. Minutes										
<i>(One (1) Minute per Speaker per Agenda Item)</i>										
a. Review and Approve Committee Minutes										
<p>MOTION A: Approve the GTLNC June 9, 2021 Elections and Outreach Committee Minutes. Full text of the minutes can be found at: https://www.gtlnc.org/</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; border-right: 1px solid black; padding: 5px;">Nick Baker A</td> <td style="width: 30%; border-right: 1px solid black; padding: 5px;">Tess Taylor A</td> <td style="width: 40%; padding: 5px;"></td> </tr> <tr> <td style="border-right: 1px solid black; padding: 5px;">Paige Cram Fakhraie A</td> <td style="border-right: 1px solid black; padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> <tr> <td style="border-right: 1px solid black; padding: 5px;">Katherine Hatton Y</td> <td style="border-right: 1px solid black; padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> </table> <p><i>Y – Yes A – Abstain I – Ineligible</i> <i>N – No R – Recusal E – Excused</i></p>	Nick Baker A	Tess Taylor A		Paige Cram Fakhraie A			Katherine Hatton Y			<p>VOTE: 1/ 0 /3 <i>First: Katherine Hatton Second: Paige Cram Fakhraie</i></p>
Nick Baker A	Tess Taylor A									
Paige Cram Fakhraie A										
Katherine Hatton Y										
4. Public Comment										
<i>(Two (2) Minutes per Speaker) - None</i>										
5. Committee Member News & Announcements										
<i>(Two (2) Minutes per Speaker) -</i>										
<p><i>Tess Taylor – Thinks we should measure current outreach numbers and set a measurable goal for increase over 1 year; metrics to look at: YouTube views, meeting attendance, voter turnout, newsletter sign ups etc</i></p> <p><i>Nick – Spoke to the goals of the committee and the importance of the role of outreach in informing Toluca Lake constituents about the work of the city and the neighborhood council</i></p>										



*Katherine – Web site needs a review for an audit of updates that need to be made
 Colby – Mentioned that we can review the contract with the web site vendor (TYS
 – Lin Tin) to get more access to manage it directly or renegotiate the costs*

6. On-Going Business

(One (1) Minute per Speaker per Agenda Item)

- a. Review and discuss need for a fact/reference sheet for new board members discussed by previous version of committee - **A good goal for onboarding toolkit for the Elections part of the committee – can be paused until the outreach is tackled with a goal of preparing a kit for the next incoming board**
- b. Discuss having the tools of outreach—newsletter, website social media--reside within the outreach committee – as recommended by previous committee **Will invite Lisa to the next committee meeting so we can ask her directly about her role, responsibilities and experience and begin to assess possible revisions to the direction/strategy or moving some of those responsibilities to internal and renegotiating the costs of management.**

7. New Business

(One (1) Minute per Speaker per Agenda Item)

- a. Audit of existing outreach tools, cost, requirements
Reviewed email accounts in the GTLNC google system and discussed recommending the end of August as a goal for ensuring that previous board members are no longer in the system. Katherine and Nick will make the recommendation to the Executive Committee.

Discussed whether business cards for board members should be ordered for new board members, whether there is a template and how the process of ordering them in the past took place.

**Current numbers as of 8/4:
 741 GTLNC Twitter followers
 1085 IG followers
 1150 Facebook/ 948 likes
 Newsletter subscribers ? Approx 500 1 year ago**

Possible annual report card/ survey to see how we are doing as a neighborhood council as well as on our city council rep

8. Meeting Adjourned

Close Time: 7:43 PM

Next Meeting: Wednesday, Sept 1, 2021 @ 6:30 PM – via Zoom

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS

The public is requested to dial *9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker unless adjusted by the presiding officer of the Board.

PUBLIC POSTING OF AGENDAS - GTLNC agendas are posted for public review as follows:

- Discovery Store (Community Kiosk), at the Southeast corner of Forman Avenue and Riverside Drive;
- www.gtlnc.org; or



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PUBLIC ACCESS OF RECORDS

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: www.gtlnc.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Robyn Allyn, Board Secretary via email at Robyn.Allyn@gtlnc.org

RECONSIDERATION AND GRIEVANCE PROCESS

For information on the GTLNC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the GTLNC Bylaws. The Bylaws are available at our Board meetings and our website www.gtlnc.org

SERVICIOS DE TRADUCCION

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Robyn Allyn, Secretary de la Mesa Directiva, por correo electrónico Robyn.Allyn@gtlnc.org para avisar al Concejo Vecinal."