



MINUTES ELECTIONS & OUTREACH MEETING

Wednesday, September 1, 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>		
<u>X</u> Nick Baker	<i>Co-Chair</i>	—		—
<u>X</u> Paige Cram Fakhraie	<i>Co-Chair</i>	<u>X</u>	Tess Taylor	—
<u>X</u> Katherine Hatton				—

1. Call to Order	Start Time 6:34 PM
2. Attendance	Public in Attendance: 3
3. Minutes	
<i>(One (1) Minute per Speaker per Agenda Item)</i>	
a. Review and Approve Committee Minutes	
<u>MOTION A:</u> Approve the GTLNC August, 2021 Elections and Outreach Committee Minutes. Full text of the minutes can be found at: https://www.gtlnc.org/	<i>VOTE:</i> N/A
MOTION POSTPONED to the next meeting so minutes can be adequately posted and reviewed.	
<i>Y – Yes</i>	<i>A – Abstain</i>
<i>N – No</i>	<i>R – Recusal</i>
	<i>I – Ineligible</i>
	<i>E – Excused</i>
4. Public Comment	
<i>(Two (2) Minutes per Speaker) - None</i>	
5. Committee Member News & Announcements	
<i>(Two (2) Minutes per Speaker) -</i>	
6. On-Going Business	
<i>(One (1) Minute per Speaker per Agenda Item)</i>	
Paige summarized convo with TYS.	
Question from Tess about the continuation of the contract and the priority of saving money. Nick and Paige assured her that the goal is to use this year to evaluate things and hopefully free up the ability to reduce the budget for next year.	



Action Item: Paige to send follow up that includes TYS contract as well as analytics report

Action Item: Request feedback from the group on web site wish list items and errors on the site by Wed Sept 8 to Paige and Nick so we can compile for TYS

7. New Business

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

Lisa Davis: Started with Studio City N.C. in 2009 as a volunteer, chair of their outreach committee until 2015. Elected to that board and ran sustainability committee as well. Has a background in event planning and outreach. In 2018, responded to an open call to fill the social media manager role that was being vacated. Hired for 3-4 hours per week for social media including Next Door, creates the content and populates the MailChimp newsletter. Uses Hootsuite to schedule and post. 948 likes on Facebook; 750 on Twitter, 1150 on Instagram

Areas we are not currently using: direct outreach at farmer's market, library, schools using flyers etc. and partnering with other neighborhood groups

Paige suggested an editorial calendar that could be added or contributed to by the outreach committee. Paige also asked whether changes to the email template might be possible to improve the design.

Robyn – reminded that communication to Lisa should go through her to streamline; also referenced the 100th anniversary in 2 years and Lisa's idea of incorporating a section of the newsletter on the history of the neighborhood; stated her trust in Lisa and the value that Lisa brings to the group

Tess – Raised issue of report card/survey on neighborhood council and city council reps

Katherine – Raised the issue of having an outreach committee member participate more actively in the social and newsletter content review – currently it is Robyn, Colby and Lisa who review/approve and post

Group reached general agreement that a content calendar may benefit the process so long as efficiency is maintained and communication stays streamlined.

Action item: Set up additional time with Lisa to make a plan for creating a content calendar beginning this fall and to review potential updates to the email template.

In response to Tess, Lisa informed the group that a survey was conducted in May 2021 and only received 13 responses.



Tess requested the open rates for the GTLNC newsletter which has about 1,000 subscribers. **Action item:** Lisa to send the open rates as well as survey responses to the group after the meeting.

Katherine suggested google groups for each committee so stakeholders can email the whole committee; Robyn suggested that more real-world community outreach may be more beneficial.

Robyn asked questions about West Toluca Lake and wanted to get more familiarity with the other districts; Tess suggested we highlight or feature each district on a rotating basis in the newsletters.

Sean suggested a QR code for the GTLNC web site and newsletter for neighborhood outreach. **Action item:** The committee should investigate how to do this and put into action.

a.

8. Meeting Adjourned

Close Time: 7:59 PM

Next Meeting: **Wednesday, Oct 6, 2021 @ 6:30 PM** – via Zoom

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- Discovery Store (Community Kiosk), at the Southeast corner of Forman Avenue and Riverside Drive;
- www.gtlnc.org; or
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

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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

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