

# **OUTREACH & PUBLICITY COMMITTEE MINUTES OF AUGUST 19, 2008 MEETING**

Call to order by Sue DeVandry, Chairperson at 6:30 p.m.

Members Present: Chairperson Sue DeVandry, Kim Thompson, Mary Ellen Crosby, Joshua Jordahl, Aaron DeVandry, Mick Deering, Ralph Kroy, Sharon Manatt, Leon Marzillier, Michael Greenwald.

Guest: Richard Fisk

## **OLD BUSINESS:**

1. Stakeholder of the Month – Discussion on how to choose possible individual or business. Aaron said he can put a “Stakeholder Nomination” item on the website.
2. Graffiti Magnets – Aaron is working on a new template for a GHNNC Graffiti Magnet.

## **NEW BUSINESS:**

### **1. DISCUSSION ON FUTURE OUTREACH EVENTS AND ACTIVITIES**

#### **A. Granada Hills Street Faire, Oct., 4, 2008**

Richard Fisk spoke on behalf of the Granada Hills Chamber of Commerce. He said the Chamber understood about the problems we had encountered last year and said they would try to do better this year. After some discussion, the Outreach Committee voted and agreed to help sponsor the 2008 Street Faire.

**MOTION: That the GHNNC authorize the Outreach Committee to spend out of their budget \$2500.00 to the Granada Hills Chamber for sponsorship and \$500.00 for miscellaneous (promotional items, helium tank, balloons, decorations, etc.) for the October 4, 2008 Granada Hills Street Faire organized by the Chamber of Commerce.**

#### **B. 2008 Holiday Parade, Dec. 2, 2008**

Sue asked the Committee if they wanted to participate this year in the parade. The Committee said yes, but Sue said her Stake bed truck had been sold so GHNNC would have to find another truck or vehicle. Michael Greenwald said he would check with some local car rental agencies for prices.

#### **C. GHNNC Food Drive and Bag Give-a-Way**

Sue wants to give out GHNNC bags to Stakeholders at grocery stores in our area. The Committee agreed to try out this idea this weekend at HOWS Market. Information to give out would be the Agenda inviting Stakeholders to Monday’s meeting and paperwork regarding the open vacancies on the board. Sue wants to go to Albertson’s next month.

Sue wants to have a GHNNC Food Drive to help out local food banks. Michael said he would talk to HOWS Market to get permission and Sue said she would talk to Albertsons Market. Sue would make up a list of staple items to be purchased during the food drive to be given to shoppers as they enter the grocery store and they would drop off the items as they leave the store. GHNNC bags will be given out at that time.

#### **D. Earthquake, Emergency and Public Safety Fair**

Michael Greenwald discussed the idea of possibly joining with the City of Los Angeles for the LA ShakeOut. Sue said she would check it out to see if there is something GHNNC can participate in. Maybe even get ideas to share with our Stakeholders at future meetings or put on the website. (Sue emailed LA ShakeOut and awaiting response).

**2. DISCUSSION ON WRITING ARTICLES FOR NEWSPAPERS AND NEWSLETTERS**

- A. GHNNC needs more promotion and publicity. Sue received an offer from SFV News regarding ad Space. There are other small public local newspapers that we can also buy ad space. The Committee felt it was worthwhile to venture into buying ad space from these local newspapers and see if the publicity increases the attendance at meetings and events. Committee decided to run ad for 6 months and to re-evaluate after 6 months.

The actual prices would be:

|            |                                       |                        |                  |
|------------|---------------------------------------|------------------------|------------------|
| 1 / 4 Page | North Valley Community News           | \$275.00 per issue x 6 | \$1,650.00       |
| 1 / 4 Page | North Valley Reporter                 | \$223.00 per issue x 6 | \$1,338.00       |
| 1 / 4 Page | San Fernando Valley News              | \$300.00 per issue x 6 | \$1,800.00       |
|            | Business Card ad in OGHARG Newsletter | \$30.00 per issue x 6  | <u>\$ 180.00</u> |
|            | Total                                 |                        | \$4,968.00       |

**MOTION: That the GHNNC approve and allow the Outreach Committee to spend \$4,968.00 out of their budget for advertising in local newspapers.**

**3. COMMITTEE COMMENTS:**

- A. Meeting Locations: Amelia sent Sue a list of locations in Granada Hills North that may have rooms suitable for committee meetings. Ralph Kroy stated that GHNNC can hold committee meetings at Knollwood Methodist Church. Other locations are being looked into as well.
- B. American Flag Banners – Sue has been checking on Street Banners to promote the troops overseas in Iraq. Michael Greenwald is also checking on information regarding the banners. This item is tabled until next meeting.
- C. Ralph Kroy invited everyone to the Sunshine Canyon Landfill Community Advisory Committee meeting, Thursday, August 21, 2008, 9:30 a.m. at the Granada Hills Chamber of Commerce office.
- C. Mary Ellen Crosby invited everyone to her Friends of the Park meeting, Thursday, August 21, 2008 at 7:00 p.m. Wayde Hunter will be speaking about present and future improvements in O’Melveny Park.

Meeting adjourned at 9:00 p.m.