

OUTREACH & PUBLICITY COMMITTEE MINUTES OF AUGUST 19, 2009 MEETING

1. Call to order by Sue DeVandry, Chairperson at 7:10 p.m.

Members Present: Chairperson Sue DeVandry, Mary Ellen Crosby, Jan Subar, Anne Ziliak, Joe Vitti, Bill Hopkins, Kim Thompson, Neysa Frechette

Members Absent: Sharon Manatt, Joshua Jordahl, Leon Marzillier, Ralph Kroy

2. Committee approved the minutes of the July 22, 2009 meeting.

3. No public comment on non-agenda items.

4. Holly Patterson, Editor of San Fernando Valley News made a presentation regarding ads for the SFV News. The SFV News is currently being delivered to residences for free but will be changing to a subscription-based newspaper in the near future. She was asking if GHNNC would sell 30 subscriptions each month she would give us a free ad in her newspaper. We are currently spending \$300.00 per ad. The cost of a yearly subscription is \$52.00 per year and the newspaper will be delivered once a week. The Committee was concerned about the amount of residences that now receive the SFV News. Four out of the eight Committee members said they did not receive the SFV News at all although Holly said it was being delivered to residences in North Granada Hills. The Committee also felt the ads were too expensive, especially when it goes to subscriptions because the Committee does not know how many stakeholders in our area will subscribe to the SFV News. The Committee felt it would be better to keep paying for the monthly ad vs. trying to sell subscriptions

5. Discussion on Census Outreach – Tessie M. Plata, Partnership Specialist for the 2010 Census was unable to make the meeting so this issue was tabled until the next Outreach meeting.

6. Update on Street Banners – Sue handed out the suggested locations for the Street Banners. After a brief discussion and a couple of changes, the Committee agreed to the new suggested locations. Sue will email Scott Greenwald back with the final locations.

7. Discussion regarding telephone and computer service/voicemail options for GHNNC. Anne submitted prices for services from Time Warner, Verizon and Vonage. The monthly fee would average \$80.00 - \$90.00 per month. Sue will check on some other forms of voicemail. Until the rollover money is released we really don't have the money for this. Sue will bring this issue back for discussion at the next Outreach Meeting.

8. Newsletter vs. Monthly Email Newsletter – Sue would like to do a monthly email newsletter because it is more cost efficient. The Committee agreed to put out another mailed newsletter. It was suggested that in the next newsletter we put in a notice that GHNNC will no longer be mailing out newsletters but newsletters will be on line and stakeholders should sign up on the website to receive the newsletters. Sue will request at the August GHNNC Board meeting for Chairs of the different committees to submit an article for the newsletter.

9. Discussion regarding future Outreach activities:

- a. August 29, 2009 from 9:00 am to 12:00 noon - **Outreach table at HOWS Market.**
Sept. 12, 2009 – **Outreach table at HOWS Market and Albertson's Market.**

- b. October 15, 2009 from 5:00 to 8:00 – **Open House at GHNNC Office.** (Date change) Sue emailed the scheduler for both Greig Smith and Mitch Englander and invited them to attend. They are both out of the office until Sept. 1.

c. **Blood Drive** – Sue has been talking to Sherry Nikirk, Senior Account Manager of the American Red Cross. The GHNNC office is too small to hold the blood drive (need 1,000 sq. ft. while the office is 480 usable sq. ft.). Sue will look for possible other locations. The Blood Mobile is available but only during the week. Sue also needs 40 pledges to put a date for the blood drive on the calendar. Sue will pass around a pledge sheet at the August GHNNC Board Meeting for sign ups.

d. **E-Waste Recycling Day/ Community Shredding Day** – Discussion on where to have this event plus possible organizations to partner with GHNNC. Anne said she will talk to the NVC to see if they want to be in charge of this. This item will be discussed more at the next Outreach Meeting.

10. Committee Comments:

a. Mary Ellen Crosby would like to nominate Devon Leuhrmann from Boy Scout Troop 549, Granada Hills, for Stakeholder of the Month. Devon is earning his Eagle Scout badge and his project is making and installing new wooden trail markers at O'Melvany Park. All Committee members were in agreement. Note: Sue called and spoke to Devon. He won't be finished with this project until the middle of September and would like to wait to be honored when the project is finished. He said he would be available to attend the GHNNC Sept. 28th meeting.

11. The next Outreach meeting will be Wednesday, Sept. 16 at 7:00 pm at the GHNNC office.

12. Meeting adjourned at 9:30 pm.