



**Issam Najm, President; Susan Gorman-Chang, Vice President; Gabriel Khanlian, Secretary;
Andrew Krowne, Treasurer; David Balen, Signer; Cheri Derohanian; Jason Hector;
Alex Kim; Becky Leveque; Jennifer Milbauer; Mel Mitchell**

Porter Ranch Neighborhood Council

Outreach Committee Meeting Minutes

*Jennifer Milbauer, Chair (Board Member) Kristina Zitkovich, Vice Chair (Stakeholder)
Alex Kim, (Board Member) Jason Hector, (Board Member) Sandi Naiman, (Stakeholder)*

Thursday, October 13, 2016
6:00 PM

Porter Ranch Branch LA Public Library, Community Room
11371 Tampa Ave., Porter Ranch, California

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS & COMMITTEE MEETINGS - The public is encouraged to fill out a "Speaker Card" to address the Committee on any item on the agenda prior to the Committee taking action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments on other matters not appearing on the Agenda that are within the Outreach Committee's subject matter jurisdiction will be heard during the General Public Comment period.

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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 www.prnc.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 the PRNC Secretary, Gabriel Khanlian at GabrielKhanlian@PRNC.org.

Our posting location is at **11280 Corbin Avenue, Northridge, CA 91326** on a bulletin board facing Corbin Street that is available 24 hours a day.

A member of the public can send an email to all the PRNC Board members at board@PRNC.org, or can leave us a voicemail message at **818-217-0279**. The PRNC website is at: www.prnc.org.

For information on the PRNC process for Board action reconsideration, stakeholder grievance policy, or any other procedural matter related to this Council, please consult the PRNC Bylaws. The PRNC bylaws are available on our website at www.prnc.org.



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1. Jennifer called the meeting to order at 6:02pm
2. Welcome to the first outreach committee meeting, Jennifer took roll call: Jennifer, Krissy, Jason, Alex
Absent- Sandi she is out of country
Quorum was established (which is 3 because the committee is 5)
3. Jennifer discussed the purpose of committee: advisory committee for the board of directors of the PRNC. We only have room until 8pm because the library closes at 8pm, so we need to try to get a lot of information across in a short amount of time. Let's be respectful & adhere to the "one mic" form, no interrupting - raise your hand if you'd like to contribute. There will be public comment after agenda items, public comments at end of meeting for topics not on agenda.
4. Discussion of the Outreach Committee Description for the website (draft *attached, with revisions made.*)
5. (7.) (*without objection, Jennifer requested to move agenda item #7 up to the #5 spot, essentially swapping those two items.*) Discussion about what items or services for PRNC outreach.

Outreach items/services;

Committee discussed & recommends the following be considered for purchase / use for Outreach efforts:

- **SD card for camera** (Wendy had to buy her own - said she was given camera w/o SD card, though Alex said minutes from 2014 reflect the purchase of card. Krissy asked if Wendy could send database (i.e., shuttefly account) with PRNC pics from the past, Jen said she would ask Wendy.)
- **2 banners** (one that says PRNC only w/ city seal & one that says "PRNC Proudly Sponsors this Event)
- **2 table cloths**, one 6 ft, one 8ft (different colors possibly red & white or blue & white)
- **Polo shirts** for new board members to wear at events. (Recommended to take poll of who has the shirts on the board and who needs them)
- **Pop-Up Tent: TABLED;** We need a pop-up tent, but because we have a couple of board members who have their own pop-ups, we can & should table this purchase to save money since we have to allocate \$7,500 from this years budget to expenses approved from last year's board. We will ask to re-purchase next year, as the one that was previously purchased by the PRNC board was misplaced.
- **Facebook Boost** - trial for boosting posts for \$30 for one month, to see how many additional people we can get to join/like the page.
- **Banners** on light posts down Rinaldi; would like to consider based on the cost, lets get prices from city. Can we Interchange them? Seasonal? Asking the city about this and getting more information.
- **Survey;** Committee discussed and decided that it would be a great tool for the PRNC to use a survey to get feedback from the stakeholders. Recommend both an online and paper survey to determine what matters most to stakeholders, (what their concerns are, how they heard about us,



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what events they would like to have happen, how to improve.) Email link via e-blast, post link on website & facebook, and paper for the meetings. (Look into Survey Monkey)

- **One Call / Robo Call** - Discussed merits of the service & what it is; 45 seconds message and it delivers automatically to caller. Alex stated that sometimes he gets called 6 times for one meeting. We get charged for each call that is made. Jason said that when someone moves or changes numbers, the phone company gives the number right away to a new customer - we could have a lot of incorrect numbers or be unnecessarily calling people multiple times. We need to go over the list and see how many are current stakeholders. Questions was is the list out of date, expensive for what we are getting? We need to look into a text service for getting messages to stakeholders. Keep looking for different options. We recommend holding off on this service for now until we can conduct the research.

- **Website**: Jason asked how can we improve the website? Is the brand consistent? Committee Discussion that PRNC only posts events that are relevant to the community & are hosted by a government entity (i.e., City of LA, LAPD, etc., and only when approached to do so by a representative of the organization,) otherwise we become a clearing house for a community bulletin board & that is not the purpose of the PRNC.

- **Constant Contact**- good tool

- **Newsletter / e-blast** - maybe once a month & we can have committee chairs write up a little about their committees, what they're doing, things happening in the community.

6. (5.) Discussion regarding outreach events for 2016-2017 (year ends in June when the boards fiscal year closes.) Jason said the LAUSD is doing a STEAM fest in March. Look at other areas that are having events on certain days. We don't want to compete with other events that are in the area.

Jens ideas:

- Earth Day. (april) beautification committee and outreach. Trees, rain barrels. Maybe this would be a better event for Beautification & Sustainability committees, but we could help promote it.
- Hikes - throughout the year, maybe once every other month in the mornings on a weekend

Jason's ideas:

- Pairing going to the school/ mock meetings/student council, have the student council come and "run" our meeting for the beginning.
- Valley Relic/ food tasting event

Krissy ideas:

- Tai Chi in park. Jason said we need to do a risk assessment
- walk/hike on trails
- Concerts in the park after march

7. Holiday Party- Confirmed that we do have the room at PRCS Dec 7th. @ 6pm; in past the average attendance is about 125 ppl

- Reach out to both schools regarding singing/music performance.
- Dec. 7th 6-6:30 funding minutes / meeting of the board.



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- 6:30-8 food/entertainment/ fun
- What is a budget for food? \$2K in the past years

Ideas for food / themes: Holiday Winter Fiesta - taco cart; LA Lasanga/ salad; Buffet from StoneFire , what about Local places Mediterrean Bistro? Pagoda Inn?
Jen and Krissy will call to get quotes for 100-150ppl

8. Discussion of outreach idea for meeting food:

- Reach out to all restaurants... everyone on equal playing field; tell them we have \$150 budget for feeding 50 stakeholders. We would advertise at their location, and post it on our facebook/ recognition at the meeting.
- Jason asked what city attorney had said. Jen had to clarify.
- Goal is to give every restaurant/food/market in PR a chance to provide food for our monthly meetings. A great way to help the businesses, and maybe a draw for more stakeholders to attend the monthly meetings if there's a variety of food.



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The Outreach Committee's mission is to inform and engage the stakeholders, as well as the community at large. We will inform the community about events and occurrences involving, and addressed by, the PRNC, in which the community can participate. The Committee will use video, printed materials, alliances with mass media outlets, other community groups, (such as HOA's and PTO's,) and individual board members as ambassadors to convey information tailored by the needs of the day. All materials created and disseminated by the Committee will be done with transparency, and aligned with the interests & goals of PRNC board on behalf of our community. Also, all marketing decisions by the Committee will keep the goal to minimize the carbon footprint and waste created by materials used, when possible.

The Outreach Committee usually meets once per quarter on the second Thursday of the month at 6 p.m. at the Porter Ranch Public Library. Please [email us](#), if you are interested in joining the PRNC Outreach Committee. Stakeholders are encouraged to attend our meetings & participate!

Current Outreach Committee members are:

- Jennifer Milbauer (Chair, Board Member)
- Kristina Zitkovich (Vice Chair, Stakeholder)
- Alex Kim (Board Member)
- Jason Hector (Board Member)
- Sandi Naiman (Stakeholder)