



OUTREACH COMMITTEE Minutes
Wednesday September 13, 2017 10:00 am – 11:00 pm
Location: 100 Bel Air Road, Los Angeles 90077

1. **Call to Order & Roll Call Committee Members:** Robin Greenberg, Chair, Nickie Miner, Tony Tucci, Maureen Smith, Irene Sandler, André Stojka, Matt Post & Larry Leisten
5 Present: Robin, Nickie, Tony, Maureen & Matt; **3 Absent:** Irene, Andre & Larry
2. **Motion Approval of September 13, 2017 Agenda Moved** Nickie **seconded** Maureen; **5/0/0 approved.**
3. **Motion Approval of July 14, 2017 Minutes Moved** Tony; **seconded** Maureen; **5/0/0 approved.**
4. **Public Comments** – Non-agendized Outreach items only
5. **Chair Report** – Robin Greenberg

6. **Three Upcoming Events in honor of the BABCNC’s 15th Anniversary**

i. Discussion & Possible Motion: To recommend to the BABCNC Board that we hold our October Board Meeting & Celebration of BABCNC’s 15th Anniversary on THURSDAY October 26th @ the Mulholland Tennis Club 2555 Crest View Drive, LA 90046, as an outreach event to include 6:30-7:00: Abbreviated Board Meeting & 7:00-9:00: Celebration with Special Guest Speakers from the City and Community & Board members to speak on What We Have Done & What We Want To Do as a NC. Moved by Nickie; seconded by Maureen; 5/0/0 approved.

ii. Discussion & Possible Motion To recommend to the BABCNC Board that we approve funding expenditure of \$1,573.21 for the room and food, as listed below, for the October 26th Celebration.

	<u>Food</u>	<u>Beverage</u>	<u>Liquor</u>	<u>Equipment</u>	<u>Labor</u>	<u>Room</u>	<u>Other</u>	<u>Total</u>
Subtotal	950.00	125.00	0.00	0.00	0.00	150.00	0.00	1,225.00
Service Charge	190.00	25.00	0.00	0.00	0.00	0.00	0.00	215.00
Taxes	105.45	13.88	0.00	0.00	0.00	13.88	0.00	133.21
Total	1,245.45	163.88	0.00	0.00	0.00	163.88	0.00	1,573.21

Food Breakdown: Crudité \$10.00/person 50 = \$500.00; Fruit \$7.00/person 50 = \$350.00; Coffee, Tea, Water \$2.50/person 50 = \$125.00; Cookies \$2.00/Person 50 = \$100.00. (See Attachment/Invoice)

Moved by Maureen; seconded by Nickie. **Amendment:** To add “Or less.” Discussion was held. **5/0/0 approved as amended.**

iii. CD-5 Honors BABCNC @ City Hall on Tuesday October 3rd 10:00 am. Come from 9:15-9:45 for a nosh at CM Koretz’s office, Suite 440: Whomever on the Board that can make it; the CM will have a resolution or honor for the NC, and/or certificates for founding members still on the Board.

iv. Board of Neighborhood Commissioners (BONC) November 7th 6:00pm @ TBD – BONC will honor the BABCNC’s 15th anniversary to include distribution of lapel pins for Board members.

Robin asked for an article about out 15-year anniversary.

- 7. Presentation, Discussion & Possible Motion** - To recommend that the BABCNC Board approve setting up the emergency alert system as proposed by Michael Schlenker – **Michael Schlenker, BABCNC’S EP Communications Chair** –
- Michael noted differences between an email group and an emergency alert system and recommends setting up an alias email such as alert@babenc.org. People could provide email address and/or text. This outreach to people who could attend our EP meetings. He had spoken with Anna at Web Corner, who said “because it’s an alias, there’s no charge.” They put in a ticket for a set up and he’s trying it on a trial basis before presenting it to the community as a viable alert group. Discussion was held as to what determines an alert; Matt recommended having specific people doing notifications. Tony asked if you can opt in or out. Michael noted people have to agree to the terms and conditions, e.g., no one is liable. He noted “This is getting true alerts to people. If you respond, it only goes to the person that sends it.”
- Motion:** That this procedure be implemented for the EP committee and the Board as a test; responses be given to us in one to two months to see how we’re doing; e.g., if we’re getting spam, etc., and that there are some guidelines, best practices. List types of alerts and limit characters, like a Tweet to 140. Matt **moved**; Nickie **seconded**. **5 yes; 0 no; 0 abstentions; approved.**
- 8. Presentation, Discussion & Possible Motion:** Whether the BABCNC will participate in “Clean Streets LA Challenge” this year.
- Robin asked if we want to do this again this year and explained that we’ll pick the date, take pictures before and after.
 - Tony recommended doing this for areas we don’t have a reach. Robin asked, what about Coldwater?
 - Discussion was held about the need to clean up blight, oversized billboards,
 - Tony suggested we ask our councilmembers to ask that the graffiti abatement program be expanded to include oversized signs.
 - Matt noted that this would be better done as an ongoing thing rather than a one-day event.
 - Robin added that this involve teaching/educating people and the neighborhoods; and having a campaign to keep streets and curbs clean, based on the BCA model.
 - Matt related another issue they have been dealing with, “land creep,” when hillsides go into street.
 - Tony noted that this involves topsoil falling down. He recalled that Kevin James, Head of Public Works, lives in Laurel Canyon, and that street sweeping is a consistent issue.
 - Matt noted that we do need to do a cleaning, and that MCRA can loan us trucks. He suggested that everyone do their individual canyons, get a group willing to do it, borrow a truck and clean up your own neighborhood, not just Mulholland Drive.
 - Tony related that where there was slough and open space (*land*) falling into the street, they came out and sprayed bright green seeding to hold the land in place: hydro-seeding and dust/slough mitigation.
 - Robin asked that Matt set up a campaign and present it at the next meeting, which he will do.
- 9. Discussion & Possible Motion:** Brainstorm ideas for future outreach events, activities or purchases: Cathy Wayne had sent Robin and Cathy an idea of purchasing booklets of the US Constitution; however, it was noted that these can be found online for free.
- 10. Discussion & Possible Motion:** Date & Location for next Outreach Committee.
- 11. Adjournment:** **Moved** by Tony; **seconded** by Robin; and the meeting adjourned at 11:31 am.

Next Outreach Committee Meeting: TBD