



MINUTES
Virtual Outreach Committee Meeting
Wednesday, August 12, 2020, Noon – 2:00 pm

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:04pm. **4 Present:** Ellen Evans, Robin Greenberg, Heather Roy, André Strojka; **3 Absent:** Mindy Mann, Nickie Miner, Maureen Smith
2. **Motion:** Approve August 12, 2020 Outreach Committee meeting Agenda. **Moved** by Robin; **seconded** by André; **4/0/0; passed.**
3. **Motion:** Approve May 18, 2020 Outreach Committee Minutes. (Attachment A) **Moved** by André; **seconded** by Robin; **4/0/0; passed.**
4. **General Public Comments**
There were no public comments.
5. **Chair Report** – Update by Chair, Ellen Evans
The chair reported on the blood drive at Tree People and on web and social media metrics.
6. **Discussion and Possible Motion:** Develop Outreach Committee mission statement. A mission statement was adopted: Our mission is to increase awareness of the Neighborhood Council System as the go-to place for our stakeholders’ interaction with the City and to promote individual engagement in the community.
7. **Discussion and Possible Motion:** Plan priorities for year. The committee had a wide-ranging discussion about our website, newsletter, social media and event plans. We agreed to open a shared document for brainstorming newsletter topics and other ideas and to review social media platforms, particularly Twitter, at the next meeting. The following motions were adopted:
 - a. **Motion:** To livestream Zoom board meetings on Facebook. **Moved** by Ellen; **seconded** by Heather; **4/0/0; passed.**
 - b. **Motion:** To interact with the Los Feliz Neighborhood Council to inquire as to the manner in which they communicate with their stakeholders and to report back to the committee. **Moved** by Robin; **seconded** by André; **4/0/0; passed.** Heather will communicate and report back.
 - c. **Motion:** To have the Executive Committee compel chairs to keep the Outreach Committee updated on activities and to develop at least one story a month for the newsletter. Updates and stories should be sent to outreach@babanc.org by the 10th of each month. **Moved** by Heather; **seconded** by André; **4/0/0; passed.**
8. **Discussion and Possible Motion to Approve Pole Banners Permit Renewal for Another Year, February 2021-2022**

Permit Processing \$250.00; Service Call \$495.00 SUBTOTAL \$745.00; EST. SHIPPING TBD;
TAX (9.5%)* \$23.75; TOTAL \$768.75; QTE273789 expires [09/20/2020](#). (**Attachment X**)
Moved Ellen; **seconded** Heather; **4/0/0/; passed.**

9. **Discussion and Possible Motion to Procure Additional Lawn Signs and Stands** (50 at 472.07, including tax and shipping).
Moved Ellen; **seconded** André; **4/0/0/; passed.**

10. Good of the Order

- 11. Adjournment** Moved by André, seconded and the meeting adjourned at 1:35pm.

Next Meeting Date: September 14

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