



MINUTES
Outreach Committee Meeting
Monday, March 15, 12:00 pm - 1:00 pm

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:00 pm. **5 Present:** Ellen Evans, Robin Greenberg, Heather Roy, Maureen Smith, André Stojka; **2 Absent:** Mindy Mann, Nickie Miner. Nickie Miner arrived at 12:13 pm.
2. **Motion:** Approve March 15, 2021 Outreach Committee meeting Agenda. **Moved** by Andre; **seconded** by Maureen; **5/0/0; passed.**
3. **Motion:** Approve March 1, 2021 Outreach Committee Minutes. **Moved** by André; **seconded** by Robin; **4/0/1; passed.**
4. **Motion:** Approve March 8, 2021 Outreach Committee Minutes. **Moved** by André; **seconded** by Robin; **4/0/1; passed.**
5. **General Public Comments**
No public comments.
6. **Chair Report** – Update by Chair, Ellen Evans
Chair declined to report on items not on the agenda.
7. **Discussion and Possible Motion:** Review social media posts and current candidate list and develop an ad plan for candidate recruitment for the election. Committee reviewed website and social media ad analytics. Committee noted that youth seat ads targeted to a parent age group may be productive. Plans are in place to target those who have already engaged to be reminded of the upcoming candidate filing deadline. The goal is to field as many candidates as possible.
8. **Discussion and Possible Motion:** Present a town hall on the Sepulveda Transit Corridor on March 21 at 4 pm. **Motion:** To recommend that the board seat an Ad Hoc Committee to plan such a town hall in April or May. **Moved** by Ellen; **seconded** by Heather; **6/0/0; passed.**
9. **Discussion:** Review recent newsletter and assign topics for April newsletter. Topics were assigned. André proposed the addition of a clickable table of contents at the top of the newsletter.
10. **Good of the Order:** Robin likes the posts!
11. **Adjournment** Moved by Robin, seconded by Maureen and the meeting adjourned at 12:45 pm.

Next Meeting Date: March 22, 2021, 12:00 pm