



Minutes

Outreach Committee Meeting

Monday, August 9, 2021 12 P.M. – 1:00 P.M.

1. Call to Order/Roll: Members: Robin Greenberg Chair, Nickie Miner, Robert Schlesinger, André Stojka, Mindy Mann, Heather Roy, Maureen Smith, Travis Longcore
Robin Greenberg called the meeting to order at 12:00 pm, with 7 members present initially; Member Roy arrived for a total of 8 present. Attention was turned to Item #6, Rob Adams.
2. Motion: Approve August 9, 2021 Agenda moved by Members Stojka & Schlesinger; 7-0-0.
3. Motion: Approve July 12, 2021 Minutes moved by Members Stojka & Miner 6-0-1, Member Roy abstaining; passed.
4. Public Comments on non-agendized items within the jurisdiction of this committee: None.
5. Chair Report: Chair Greenberg asked who would head up the newsletter and the web. Members Stojka & Mann volunteered and will head up the newsletter under President Longcore.
6. Discussion with Rob Adams from WebCorner: Rob noted that a lot has changed with COVID; very busy for the past two years, moved to Sherman Oaks at the 101/405 interchange next to the Galleria @ 15300 Ventura Boulevard, Suite 400.

They finished developing a software upgrade for the NCs, having done 16 years of web services for NCs. He uses SaaS = Software as a Service.

He has been providing service to the BABCNC since January 2018. NCs he also provides service to include but are not limited to Mar Vista, Venice, Encino, Tarzana, Sherman Oaks, Studio City, Panorama, Pacoima, Sylmar, West Hills, Westlake, Union.

With upgrade, monthly maintenance fee goes from \$150 to \$199/month with a one-time set up fee of \$2,500.

Topics discussed with Rob Adams included but was not limited to: They work with Mail Chimp and any email providers for email marketing. For emails, they use Rackspace with 25 gigs @ \$3.50. They don't have the storage capacity to be a drop box, e.g., Google Drive. It is a future goal. His business provides back office support and training which is included in the fee. He will send a link to the operation manual, along with the proposal guide. He will provide a list of what is provided in the new set up compared to what we have now.

They can switch design looks. They have examples of sites on their platforms, which we could customize. They are not restricted, e.g., if we like Palisades they can make that happen.

Committee discussion included speaking to groups with this system to see how they are doing with it; finding out how cost effective it will be to maintain, seeing the comparison list; note that we are not starting anew; consider using part of the roll over money to improve the website; question of whether with the \$150 to \$200/month increase and the \$2,500 upgrade fee built into that, will the system be perpetual or will there be a need to upgrade to the next system.

7. Discussion and Possible Motion: Work on August newsletter and assign topics.

Possible articles include getting involved in the NC, a memory story, a story on what the NC has done regarding Ridgeline Ordinance to include our letter and a link to Paul Koretz's letter, something on new board officers, and possibly a story on Cool Streets LA.

We discussed putting out a call to board members for things going on within their areas. We can screen share and block the format out together.

Sign up for updates on Cool Streets <https://www.lamayor.org/mayor-garcetti-kicks-cool-streets-la>

Outreach Committee will meet again next Monday with all the articles.

8. Good of the Order – None

9. Adjournment: 1:08 P.M.

Next Meeting Date: Monday August 16th @ Noon