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Open House Considerations

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To: Outreach Committee <outreach@babnc.org>

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TO: THE OUTREACH COMMITTEE
FM: ANDRE STOJKA

Creating an Open House for the community is a huge undertaking, requiring many hours of work by all of us. It has to be done correctly or it will result in a lot of work for very little impact. Everyone on this committee must be prepared to put extra effort into this project if we all agree it should be done.

Before I outline a vision of the work to be accomplished we should consider motivation. What is our motivation and what is the motivation for the public to attend?

From our point of view, we are hosting an Open House because it will spread the word about the Neighborhood Council and the good work we do

The motivation of the public is completely different. They will decide whether to attend or not attend, based on:

What do they personally gain from attending?
Is the event interesting to them?

WHY WOULD SOMEONE WANT TO VISIT THE OPEN HOUSE?

We will need to provide attendees with incentive to attend. Most people still do not know about the NC and are not particularly motivated to attend, so we need to give them reasons to attend. Here are some possibilities. Committee members can add to this list:

Meet you new City Councilwoman Katy Yaroslavski and learn what her views are on your neighborhood and your property.

Meet the new Mayor Karen Bass and hear her vision for our community and your property.

Meet your congressperson Brad Sherman and learn his positions on your neighborhood.

Meet your State Senator Ben Allen and hear his concerns for our neighborhood

Meet representatives of the Los Angeles Department of Water and Power and learn what they are doing to prevent power outages. Learn if the new Federal Water standards affect our community.

Meet representative of Metro and hear their plans to possibly tunnel under our area.

Meet a representative of the Police Department and hear about crime prevention

Meet a representative of the Gas Company and learn about new rates.

Have a Fire Truck the kids can ride on

Let your kids learn about wild birds

Learn how you can obey the new composting laws.

What should you grow in your garden?

Meet your Neighborhood Council Committee members on the subjects that concern you:

Learn how the Planning and Land Use Committee preserves the quality of your neighborhood and how you can contact them.

Learn how the Traffic Committee monitors Metro, the Sepulveda pass and mountain roads and advocates for less traffic.

Learn how the Public Safety and Emergency Preparedness Committee is devoted to your safety in this increasing dangerous city.

Learn how the public works and telecommunications committee is concerned with public works projects undertaken by various City of Los Angeles departments, any regulated investor-owned utility, or any commercial provider of telecommunication services, generating impact upon BABCNC stakeholder community.

Are you bothered by bothered by loud commercial parties in your neighborhood? See what the “Ad Hoc Committee on home sharing and Party House Ordinances” is doing on your behalf.

Worried about the destruction of our Santa Monica Mountains environment? Speak with NC representatives concerning environmental issues.

Concerned about the Los Angeles Department of Building and Safety? Learn what NC members are doing to protect our community.

Did you know there is a monthly newsletter published to keep you informed of neighborhood problems and what the NC is doing to advocate? Sign up and keep up with your community.

Any other reasons the Committee has for the public to attend should be added to this list.

ORGANIZATION:

1. Someone or several people are needed to contact the public officials to find out if they are available to us and when. We need to coordinate the availability dates with the available of Tree People, if this can happen. **The actual date of the Open House will depend on who is available and when.**
2. We need a person to coordinate with our NC Committees and keep the pressure on.
3. We need a person or persons to arrange for the fire truck, police, DWP, Metro and to personally meet them and deal with them when they arrive in site.
4. We need a person to be in charge of signage: order signs and banners and make sure they are in place during the event and are safely removed and stored after the event.
5. We need a coordinator to be a liaison with Tree People arranging parking, building arrangements and layout including a microphone and loudspeaker system with background music if possible.
6. Once we have commitments from our political guests, we need to create many press releases to be sent out to our media list.

7. Are we offering any food or drink? Someone should be in charge and make all the arrangements. Perhaps a restaurant wants to create good will.
8. We need people to greet and welcome the public as they arrive at our location and show them the way to things
9. We need an formal clean up person to insure that all our property is secure, the event space standards are complied with

We need an active staff to make all this happen so that the burden is shared.

OUR POSSIBLE STAGE:

Tree people is a nice location but it is large and spread out making it difficult to channel people to any event we create. Mindy and I walked through the property observing a parking lot that can be reserved for people attending the event.

Adjacent to the parking lot is a small building usable for presentations, such as a wild bird show or demonstrations of compositing, etc.

A larger building about a quarter block walk has much space for our committees and various presentations.

This building could be configured with Committee tables along the side and an area for guests to speak to the public, perhaps with a microphone and lectern and some flags.

This building also has the only available restrooms available.

I thought it was important to create the above outline for all of us to share and revise to show how much work has to be completed for our Open House. I personally cannot be more active than I am now, so I can only minimally help. Please think about this.
We will all discuss this at our next Outreach meeting on Monday March 27 at noon.