



**Mid-City West Community Council
Communications/Outreach Committee
Meeting of October 27, 2008**

Meeting held at:
Room 106, MCW Office
National Council of Jewish Women
543 N Fairfax Avenue

MINUTES

1. Call to Order:

Meeting called to order at 7:08 PM by Arturo Nava.

2. Roll Call:

Members present were Ryan Bruyninckx, Nina Diamante-Vera, Ken Draper, Jennifer Levin, and Arturo Nava.

3. Approval of Minutes:

Minutes of September 22, 2008 meeting approved unanimously.

4. Review of MCWCC website, alignment of wish list for new website, and next steps:

R, Bruyninckx and A. Nava discussed website proposal, costs, and timeline. Project should take on a Web 2.0 experience focused around key topics and issues, engaging the community with forums/comments functionality, visually appealing layout celebrating aspects of the community's iconic structural and cultural history, while sending the message to users that the website, just as the Board, is the voice of the community (the stakeholders).

Among the discussed features of the website included "Email Forward" functionality, links to "Donate to Friends of MCW" and other community resources, blogging, hot topics and issues, committee-specific sections with updateable content pages, allow for public commentary (user-generated content), calendar functionality, easy-to-use content management system, an "intranet" for Board Members.

R. Bruyninckx presented costs of \$79.68 per year for web and email hosting.

R. Bruyninckx estimated timeline of one week from time of account set-up to configure email accounts and 60 days to complete website project. The goal is have completed and up and running during the first week of January 2009.

K. Draper discussed process of developing website. Site shall be iconic and unique, reflect community and not to be duplicated elsewhere, and to show the pride in our community. We need to determine how to encapsulate such diversity and energy in our community - How do we graphically capture the essence of Pink's Hot Dogs and Cedars Sinai in one website?

N. Diamante-Vera suggested the website to look less like an advertising/commerce website and show the diversity in cultures, foods, shopping, etc.

J. Levin and A. Nava suggested taglines as "The Heart of Los Angeles" and N. Diamante-Vera suggested "Something for everybody" and to capture in personality the creative community - SAG, AFTRA, etc.

J. Levin noted that we need to increase awareness to the community, using the recent Melrose crime spree and MelroseAction.com website email alerts as an example.

5. Updates on Street Banners:

J. Levin presented figures on street banner initiative. She advise that one printer counted on light poles available for banner placement in the area and provide costs.

Costs for single banner design (3 feet by 8 feet) - For up to 25 banners, costs would be \$107.50 each. At 25 banners, the total would be \$2687.50. An additional \$100.00 service fee would be waived if the City Seal was placed on the banner.

Additional costs for installation and removal also exist. For 25 banners, the cost is \$32.50 each, at a total of \$812.50. For 100 banners, the cost would be \$24.50 each, for a total of \$2450.00.

To design, print, install, and remove 100 banners, the estimated costs would be \$8000.00. MCWCC would need to check date availability and schedule date range for banner placement.

It was suggested that possibly the MCWCC banners could serve as the default banner, a placeholder, when other banners were not up on the light poles.

J. Levin advised next steps would be to decide which streets to put the banners and how many on each street. She advised that on La Cienega, between Romaine and Melrose, there are 33 poles that can be used for banners. On Melrose, between La Brea and Fairfax, there are 54 poles. She advised that we do not necessarily need to use every pole that we have the ability to pick and choose which poles to use.

K. Draper wanted to know how we could go about celebrating or saluting a person or organization, i.e. "MCW Salutes Cedars Sinai". He also posed the question if it was better to put all banners in one area (i.e. Third and Fairfax) or spread the banners out all around the community.

A. Nava advised we should come up with concept development as first step, then give to a local graphic artist for creative thought.

6. Marketing materials:

J. Levin suggested we create brochures or "take-ones" as a quick reference card on who we are and list of community resources, to give the recipient a reason to keep it.

A. Nava assigned task of creating tri-fold brochure to J. Levin.

7. Next steps:

The following tasks were assigned: J. Levin assigned marketing content for brochures. A. Nava assigned materials for envelopes, take-ones, etc. R. Bruyninckx assigned materials for website.

It was suggested that we email each other on committee. J. Levin will lead the communication on banners/brochures and R. Bruyninckx will lead communication on website.

8. Next meeting:

The next meeting was scheduled for Monday, November 24, 2008, at 6:30pm, inside the MCW office. We shall meet one-half hour earlier so that we can meet together with the Arts Committee to discuss outreach plan.

9. Meeting adjourned at 9:23 PM.