



**Mid City West Community Council
Communications & Outreach Committee
Meeting of October 26, 2009**

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

MINUTES

1. Welcome and Approval of Minutes, if relevant

Meeting was called to order at 7:05 PM by Ryan Bruyninckx. Members present were Bob Abrahams, Ryan Bruyninckx, Carolyn Chen and Jennifer Levin. Charles Lindenblatt from the Election Outreach Committee was also present.

R. Bruyninckx moved to approve the minutes from the last committee meeting. Minutes were approved unanimously.

2. Open Public Comment

No public comment.

3. Update since last committee meeting

Since the last meeting, a price list for outreach-suitable products was distributed to the committee from J. Levin.

R. Bruyninckx updated the committee on the street signs project. The Wilshire Vista Homeowner's Association about their sign process from 10-12 years ago. We will pick up this issue at the next meeting after it has been determined the appropriate offices that we need to contact to start the process.

R. Bruyninckx updated the committee on the migration of MCW email accounts to Google Apps that was performed this past weekend. It was a very smooth transition with no issues.

4. Financial update of Committee budget

The committee still has \$1,985 available in the outreach and communications budget.

5. Election Outreach discussion (presentation by Charles Lindenblatt)

C. Lindenblatt gave an overview on the timeline for candidate filing for this election cycle and suggested that we come up with an outreach plan by December 24, 2009. The committee's role is to inform stakeholders about the election and to execute any outreach campaigns to raise awareness on the candidate filing deadlines. We are not required to send anything to the public; it is up to MCW to determine what is appropriate. The City Clerk sent the timeline for the filing period: Feb. 12, 2010 to March 15, 2010 with the election period until May 15, 2010. The public can write-in candidates from March 16, 2010 to April 13, 2010.

C. Lindenblatt gave a comprehensive presentation on the history of the Election Outreach Committee and provided historical examples of outreach tactics used during the election cycle from 2004 -2007 (e.g. ads in local newspapers, community newsletters, direct mail flyers.)

The current Election Outreach budget is \$5,500. R. Bruyninckx requested that C. Lindenblatt inform the committee what portion of the budget is for operational expenses and what portion can be used for outreach activities. Once this information is obtained, an outreach plan and timeline can be developed.

6. Motion to approve costs for another year of web hosting

A committee motion was distributed for review: to approve costs of \$85.00 to continue web hosting with GoDaddy for another year. The motion was approved unanimously by the committee.

7. Brochure review, finalize

R. Bruyninckx informed the committee that final changes to the brochure would be done for the November meeting. The committee reviewed different types of paper and gloss to print the brochures on. Printing prices were also discussed. The committee decided on 10 Point Cover Gloss, 1000 count. Test brochures will be printed for committee approval and presented at the Board meeting in December.

8. Delegate next steps, action items

Next steps include: receiving a budget from C. Lindenblatt to determine scope of election outreach activities; finalize brochure for committee review in November; follow-up with appropriate offices about process for street signs.

9. Committee comments/discussion

B. Abrahams received approval for petty cash reimbursement for flyers about MCW for the Public Safety walk in October.

10. Meeting was adjourned at 8:39 PM.