



**Mid-City West Community Council
Communications/Outreach Committee
Meeting of November 24, 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 6:36 PM by Arturo Nava.

2. **Roll Call:**

Members present were Ryan Bruyninckx, Nina Diamante-Vera, Ken Draper, Flavia Mosci, Arturo Nava, and Sonia Rubin. From the Arts and Recreation Committee, Bruce McCormick, Chris Denson, Jane Burrell, and Rebecca ver Straten-McSparren were present.

3. **Approval of Minutes:**

Minutes of October 27, 2008 meeting approved unanimously.

4. **Meeting with Arts & Recreation Committee to discuss synergies**

R. ver Straten-McSparren discussed Arts Committee and their function

The Arts Committee distributes flyers, attends Art Scene, sends email blasts, and creates a bi-monthly Art Scene book/magazine. They will display MCW in front of the Art Scene meeting. The Arts Committee submits flyers and info about events to LACMA, various blogs, Metro Mix, etc.

It was suggested that the board should build lists and send out info to constituents via e-blast. The blast would be sent to the board and members would pass it on to their contacts.

It was suggested that committee builds a database and merge these lists together by working with Bill Berkstrom, Director of the Chamber of Commerce and Steve Kramer, President of the Chamber of Commerce, also an MCW board member.

C. Denson suggested that the e-blasts use HTML, no attachments.

R. ver Straten-McSparren advised that the DNJ gallery offered to pay to create a website specific to Art Walk to be linked to the MCW website, as a sub-site to main MCW site.

K. Draper would want to track the impact of the Art Walk, how it connects participants back to MCW. K. believes that the Art Walks need promotion and a visible connection between the Walks and MCW. He advised that the Communications Committee should assist in creating more civic engagement by connecting the attendees to Art Walk to the purpose of the community council.

K. Draper requested to see per person cost, to determine if successful and if it connects people back to MCW. He suggested that MCW get involved with art issues. The Outreach Committee should collaborate with Arts Committee to promote Art Walks and the agenda of the community council.

R. ver Straten-McSparren suggested printing MCW info on the back of the flyers, bringing in members of MCW to speak, i.e. Andrew could hand out green eco bags. She would like to have a one-page hand-out on MCW: who we are, what we do, more info, etc.

There was discussion of mapping out the specific opportunities to improve awareness of the council.

The following short-term goals were proposed: website, banners, brochures, hand-outs, business cards, email address lists, a media kit, and one-page handout. Long-term goals: (3 months out or more) street banners on poles, street furniture, listening tours/events, more effective outreach and PR campaign.

N. Diamante-Vera advised that Cedars Sinai, Park La Brea, etc, all have their own publications that the council should utilize. Park La Brea will install an electronic billboard in their lobby to list event information.

R. ver Straten-McSparren advised that this is a very complicated area. She composed her Masters Thesis in 2005 on museums and galleries.

C. Denson said that those costs could be curbed through sponsorships. He suggested we host a lecture, tour, and after-party to appeal to sponsors.

F. Mosci suggested that having different sponsors for events multiplies the number of guests to come to the event. Sponsors should list links and info about MCW on their websites.

R. ver Straten-McSparren proposed making a list of all the sponsors who donate time, money, food, drinks, etc – restaurants, galleries. She recalled that in October they had a gallery host a guest artist speaker who lead attendees around and explained each piece of artwork. Sponsors may not give money, but are helpful in other ways.

C. Denson will distribute a potential proposal for sponsorship, tiers/levels.

A. Nava proposed that it should be a requirement for galleries to include the MCW logo and be 'friends' to promote MCW and be a part of the 'network' of MCW galleries and the Art Walk.

C. Denson advised that 944 magazine puts info on the Art Walk after-party in their magazine with photos and a write up.

A. Nava recommended that it feel prestigious to be a member of the MCW-MM Art Walk network. Lots of cool opportunities, links of windows, decals, etc.

R. ver Straten-McSparren suggested that some girls from Von Dutch would be interested in overtaking/coordinating a lot of the Art Walk for additional exposure. They are excited about the Walks and will sponsor the January after-party.

The committee has not been good at getting exposure west of Fairfax.

K. Draper suggested that we expand onto other streets/areas, i.e. 3rd street Art Walk for one month. Have commercial/retail stores include art for the day. C. Denson suggested attending other Art Walks (Pasadena), inviting artists from other areas to come to our area.

A. Nava will email next steps and a list of opportunities to all, proposed to re-group in 2 months to discuss progress.

Arts Committee left at 7:40pm

5. **Discussion of Internal Communication**

K. Draper proposed a retreat in order for the board to better get to know one another and become familiar with what each member does. A retreat would offer a no-pressure way for board members to engage, learn, and talk to one another.

R. Bruyninckx displayed the website and gave status update.

6. **Branding Identity (see document)**

Continue working on tagline, logo. Voice at City Hall, a leader. Our neighborhood voice.

7. **Marketing Materials Development status**

S. Rubin advised the following:

Business cards: that proofs would be emailed, reviewed and printed.
Envelopes: banners, stationery, table cloths – Office Depot, City Print, Colby Print.
City Print sent OD - \$7.99 to psf, City Print \$8.00 psf. City Print provided 3 different layouts for labels. A 7ft x 3ft banner = \$168.00, labels 300 stickers = \$19.50, printed envelopes are substantially more expensive.

It was decided to print banners, stickers, business cards with old logo, as website and name still exist. 2 banners, 7x5 and 6x4 full color, and return address labels – coordinated by S. Rubin for the next board meeting.

F. Mosci will look into a designer for a new logo.

There was discussion of the brochure draft by J. Levin. K. Draper suggested that it was good, but the content needed to be edited. ('Midcity' is one word, as originally chartered.) There needs to be an effort to communicate to people that this is their council.

"Your council, your voice." Add tagline options. K. Draper offered to edit some upper copy and send it back.

F. Mosci proposed that the brochure should foster a sense of empowerment, stakeholders opinions will be heard and actually go somewhere, advise how to make their voices heard.

Discussion of future marketing opportunities. A. Nava to email K. Draper a letter of request for what we need and a budget for street banners, which will be discussed at the next Friends of MCW meeting (December?).

F. Mosci was assigned to write stories and submit to media outreach and news outlets, with the help of Tara and Paul for content.

A. Nava made 3 month reservation on MTA \$5.00 for each placement. Fairfax route and SMB, Beverly Center Line to be used.

8. **Next Meeting**

The next meeting will be Monday, December 15th, 7pm. (One week early due to holiday)

9. **Meeting Adjourned at 9:05pm**