



**Mid-City West Community Council
Communications/Outreach Committee
Meeting of December 15, 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 7:15 PM by Arturo Nava.

2. Roll Call:

Members present were Ryan Bruyninckx, Flavia Mosci, Jennifer Levin, and Arturo Nava.

3. Approval of Minutes:

No minutes from previous meeting were available for approval.

4. New website requirements status/review

R. Bruyninckx provided update on website. He advised database has been completed and uploaded to the server. Work on the Content Management System will begin next week.

Consensus among committee is that website should be creative, have a sense of belonging, communicate what the council does, and implement a design that encompasses the community.

A. Nava suggests to have a mock-up for January meeting.

5. Brand Identity concept status

A. Nava discusses status of branding. A discussion of what the branding should encapsulate takes place.

It is suggested that the logo and branding should be colorful, with blues, greens, and yellows. R. Bruyninckx suggests the creative should be a silhouette, abstract, or outlined, as opposed to using a photograph.

J. Levin states that we need to use this to introduce people to their own neighborhood, and that two taglines (one for the council and one for the community) need to be created.

A. Nava suggests that visual elements be used for the community identity and that a tagline/MCWCC logo be used for council identity.

It is agreed unanimously that there should actually be two separate projects/identities developed. The MCWCC logo should include "Your Council, Your Voice" as a constant and professional message, whereas the marketing "tagline" for the community could evolve or change based on campaigns or events that take place.

6. Marketing Materials development status/review

J. Levin discusses status of brochure. Consolidation of text by editing content or creating summaries should occur.

A. Nava advises we should increase the call to action to something like "Make Your Voice Heard". We should include statistics of what are the big issues in the community.

R. Bruyninckx advises we could create an "issues" form online, and add the link to the issues on the brochure (i.e. www.midcitywest.org/issues). Use the website to promote its content as much as possible.

F. Mosci suggests we pass flyers, cards, and window stickers to the community businesses to promote the website and Community Council. She also suggests talking to groups/business associations to partner with and have them promote the Council.

The suggestion was made to get stickers to give out would help increase exposure.

7. Other Marketing Opportunities

J. Levin discusses banners and that she wanted to check with the cities of Santa Monica and Beverly Hills to see how and what they do to get banners on streets, as well as costs, comparison of perks and benefits, in order to bargain and use as leverage with the banner printer.

A discussion on story-writing occurred next. Bigger motions were suggested as some of the stories that should be written, that the story should not be skewed to one side or the other, that the article should be written to focus on the position the Board took, the issue at hand, and the impact of the motion. Keeping the articles to be positive and promoting the unity of the board would be key to writing a successful story.

R. Bruyninckx would forward a previous article written by K. Draper regarding the MTA Subway motion.

8. Next steps

Next steps are to continue to develop the tasks discussed in the meeting. Additionally, we should work on consolidating email lists and initiating email campaigns on behalf of the Arts Committee, in order to use same templates and have a unified look/feel among the Board and the Committee.

9. The meeting was adjourned at 8:25PM.