



**Mid City West Community Council
Communications & Outreach Committee
Meeting of October 5, 2009**

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 7:04 PM by Ryan Bruyninckx.

2. Roll Call

Members present were Bob Abrahams, Ryan Bruyninckx, Nina Diamante-Vera, Jennifer Levin, and Flavia Mosci.

3. Financial update

R. Bruyninckx noted to committee that approximately \$1985 of \$2000 budget is still available for use through June 30, 2010. B. Abrahams noted \$15 spent was for flyer printing for National Night Out.

4. Discussion of upgrading email accounts

Committee approved upgrade of email accounts to Google Apps. Service is free for up to 50 email accounts and inbox space of a little more than 7 GB, which is over 1000 times more than what we currently have. Google Apps also provides collaboration tools and group addresses, which could potentially streamline communication within the council and with the City down the road. R. Bruyninckx notes he will initiate upgrade over an upcoming weekend.

5. Discussion of street signs

R. Bruyninckx presents results of email communication with Valley Village Neighborhood Council in regards to street signs. However, that NC only placed a sign similar to the "Fairfax Village" sign at Melrose and Fairfax.

J. Levin took a photo of a Wilshire Vista Homeowner's Association sign she saw on Fairfax. Committee looked up their website and found contact information. R. Bruyninckx will contact Wilshire Vista for information and present results at next meeting.

6. Review of brochure

R. Bruyninckx presented a next draft of the brochure, complete with layout and image placeholders. The committee reviewed this version and made few suggestions/changes, including: suggesting a landscape/panoramic photo from top of Grove parking lot or rooftop Food Court at Beverly Center; placement of meeting time and location in a overlay box; highlighting keywords with different colors; adding Twitter and Facebook logos; increasing width of map; possibly using stock photos; include elder abuse hotline; organize phone numbers with emergency numbers first, crime tips, then the rest alphabetically; check on Wilshire station number; include utility numbers; and modify margins and bleed.

R. Bruyninckx will incorporate changes into next draft and present at next committee meeting, along with sample paper stock so committee can select paper and approve costs.

7. Discussion of outreach products

J. Levin noted she will send committee list of pricing for various outreach-suitable products, including keychains, magnets, maps, and iron-ons.

8. Committee comments

J. Levin suggested committee looks into the "Crenshaw Crush" bike tour and see about organizing a similar type of bike tour to our community, to coincide with the new bike plan and to educate cyclists on the new plan, as well as learning about the community.

B. Abrahams requested that election outreach be included on the next committee meeting agenda.

9. Next Meeting

The next meeting will be Monday, October 26th, 7pm at the MCW offices inside of NCJW.

10. Meeting Adjourned at 8:48pm