

**Mid-City West Community Council
Communications/Outreach Committee
Meeting of June 22, 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 7:06 PM by Ryan Bruyninckx.

2. Roll Call:

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

3. Approval of Minutes:

Approval of Minutes from April's meeting postponed to July's meeting. No public comments.

4. Website/Email marketing update

R. Bruyninckx discussed the next steps for the website. He will work on administrative tasks for the site, which should be completed in the next two weeks. At that time committee chairpersons will have the ability to add their own events. Work on his end will not prevent use of the site.

R. Bruyninckx updated the committee on the increased usage of the website: subscription increased from 150 to 216 subscribers, and there have been 1,568 visits to the website in the last 30 days.

Automated email marketing was discussed. N. Diamante-Vera suggested that Art Walk flyers should not use black backgrounds as they are costly to print en masse. R. Bruyninckx suggested that a process of who can post flyers and events, how, and the content posted should be instituted by the Committee. K. Draper added that flyers should not only be emailed, but also printed by the event's host committee for distribution by the MCW Board.

5. Discussion of next steps for website

K. Draper proposed using Facebook and Twitter to generate more traffic to the website. R. Bruyninckx mentioned that MCW received permission from DONE to have a MCW Facebook fan page. It has been set up, but currently has no members as it needs to be promoted. K. Draper added that controversial issues (particularly Land Use Committee issues) should be twittered about to build a base of users that will follow up on the website. Additionally, the website address should be prominently displayed on all MCW promotional items (including banners, brochures,

flyers, and business cards).

The most recent Art Walk flyer is pulled up – it is agreed that the website address is too small.

It was agreed that using Twitter could be effective in promoting MCW. R. Bruyninckx volunteered to Twitter updates during the next MCW Board Meeting. Our Twitter updates should be promoted via the website and email blasts so that stakeholders can follow the events of a meeting without attending. K. Draper suggested a story on the website to promote this. R. Bruyninckx will immediately add this information to all email communication and as a sidebar on the website. K. Draper asserted that we communicate with committee chairpeople on upcoming issues so that the website is comprehensive and informative. He showed pages from the Chatsworth website as an example of good writing and content.

F. Mosci suggested an email invitation be designed so that people on personal email lists may be invited to receive MCW email blasts. K. Draper added that these invites should be jazzed up by stating a key issue and inviting people to follow it by subscribing to the website. He shared that previously board members had been asked to submit three email addresses of people they believe might want to subscribe, but nobody contributed and he is concerned the board has not changed.

It was agreed that the committee needs to finalize a way to get information from the various committee chairpeople for use on the website. J. Levin suggested a monthly email to chairpeople as a reminder to submit upcoming agenda items. B. Abrahams suggested that this email could be sent automatically. The concern that people without email would not be alerted to agenda items was raised, and it was agreed that the printed brochure could satisfy this need to inform them.

The following procedure was proposed: S. Rubin should be responsible for obtaining agenda information from the various committees; stories submitted for the website should focus on conveying basic information about the topic, and could link to an accompanying resource (such as an LA Times article or KTLA video). A disclaimer should be included stating that the position of the linked content is not necessarily the position of MCWCC; all articles should be sent to editor@midcitywest.org. B. Abrahams and R. Bruyninckx volunteered to write the stories and communicate to other committee members what they are working on. N. Diamante-Vera said she would try to recruit additional writers from the WGA.

It was agreed that a poster or banner should be made with the “Editor” email address to educate Board members on where to send information.

6. Discussion of brochures

J. Levin will email the brochure content to Committee members for suggestions/revisions. It is agreed to use the old logo until a new one is developed and approved.

F. Mosci will speak to artists about coming up with a new logo.

7. Next Meeting

The next meeting will be Monday, July 27th, 7pm.

8. Meeting Adjourned at 8:55pm