



Communications and Outreach Committee Minutes

Minutes

September 21st, 2011

Submitted by Julie Anne Brame, chair

The MCWCC-Communications and Outreach committee convened a regular meeting at the MCWCC office, 543 N. Fairfax Ave, Los Angeles at 7:30pm.

Call to Order: 7:32pm the meeting was called to order. 4 of the 6 committee members were present: Elizabeth Reynolds, Sharon Lake, Liza Gerberding, Julie Anne Brame. Steven Rosenthal was present via the internet. Stakeholders present were Sheryl Turner, Charles Lindenblatt, Keith Nakata, Rosalie Wayne, Bob Abrahams, and Martina Troiano

Public Comment: Bob Abrahams thanked the Communications Committee for getting up to speed quickly with all of the various communications tasks. Sharon Lake thanked Bob for staying on and helping ease the transition to the new committee.

Minutes - Elizabeth Reynolds made a motion to approve the minutes from the 8/17/11 meeting, Sharon Lake seconded and it was unanimously passed.

Planning and Land Use – Keith Nakata, Rosalie Wayne, and Charles Lindenblatt are Planning and Land Use Committee members and were present. They explained that their committee has two notices: 1 doorhanging notice that goes to the resident of local residences and one letter that goes to the property owner. The door hanging notice only goes out for properties seeking liquor related changes, and the letter goes out for any property. Liza Gerberding voiced that she thought both property owners and property renters should be noticed at all times. Keith Nakata pointed out that it was up to the applicant to notice and we have no legal way to force them to do that. The applicant contacts FilmLA to get the doorhangers created and distributed. That takes 2-3 days. The applicant has to notify the planning and land use committee around a month in advance, and the chair gets the agenda out 5 days prior. Sharon Lake suggested changing our weekly newsletter to go monthly and incorporate which applicants are being heard. But since we only know the agenda 5 days before hand, the group didn't think that was feasible. Julie Anne Brame suggested we put a planning and land use section on our weekly newsletter with links that say which properties are being heard. She'll look into changing our email template to do that. Rosalie Wayne suggested we send the agendas inline with our weekly newsletter. Sharon Lake commented that she doesn't think enough people know about the planning and land use applicants and we need better outreach. After looking at the property letter, communications decided to add a letterhead and reword for clarity. Julie Anne Brame will get a new version to Stan Brent, Planning and land Use chair.

The flyers have both the planning and land use and the board meetings on them. The group felt that was misleading as there is no public comment during the board meetings. Sheryl Turner was present and stated that was because we are setup like the city council in that the planning and land use

committee hears public comment and developer comment, the board will hear the recommendations of the committee. Steven Rosenthal (who was remotely attending the meeting) said that he feels the board should rely on the expertise of the planning and land use members. Those people have experience and do a lot of legwork before making their decisions. Sheryl Turner confirmed that anyone on the board can be on the land use committee, and no prior knowledge or work history was required. The concern from the group was that if there is only one meeting where a stakeholder can voice their opinion, what happens if they can't make that meeting? An email alias was suggested) pluc-concerns@midcitywest.org) Sharon Lake suggested we post all email/letters on the committee webpage, but don't allow public comment so there doesn't need to be a moderator. Julie Anne Brame will check with DONE to see if we can legally post the letters/emails we get. Julie Anne Brame suggested we make a 'what to do' webpage on our website for stakeholders and applicants to make sure everyone knows the steps necessary to go through the process and when/where stakeholders can be heard. Julie also asked what happens to the mails of the people who attend the committee meetings? Maybe we can setup email aliases per zone. Most people thought people would want to know about all events, not just their zone. Rosalie Wayne suggested we add a calendar specifically for Planning and Land Use and archive older events. She also suggested we make it easier to get documents related to planning and land use and have the agendas inline on the website instead of in pdf form. Sheryl Turner stated we cannot have word docs since they are editable, so legally we must have pdfs or inline agendas. Sharon Lake said the website has a character limit and the website redesign sub committee will make sure that is not the case with the new website. We'll have inline agendas after the launch of the new website which we're hoping for in the first quarter of next year.

Minutes – Elizabeth Reynolds moved to approve the minutes from 8/17/2011. Sharon Lake seconded it. It pass unanimously

Logo redesign – Julie Anne Brame brought 7 options for a new logo. She asked if a logo redesign was something we wanted. She thought we should go to a re-brand since there's a lot of change in the communications committee. Elizabeth Reynolds suggested we roll out the new logo in the new year with the website change. The group wanted the full name Mid City West Community Council clearly stated. Keith Nakata suggested we print the logo small like it would be on a business card. Julie Anne Brame said we could roll out the logo slowly on the business cards to not incur any extra costs. So as board members order new cards, they'll get the new logos. Julie will continue to work on designing the logo and show new versions next month. Everyone agreed that the new logo should roll out with the new website in the first quarter of the next year. That way we can work on it more.

Digital Kiosk Sub Committee Update – no update

Website Redesign Sub Committee Update – ran out of time, we'll hear next month

News Posting Policy – after discussion and checking with Sheryl Turner and Charles Lindenblatt, it seems that we don't have to have a formal policy on what we can post. Everyone agreed we wanted community events put onto the website in addition to government news.

Past Practices – Charles gave us a history on how communications has done outreach in the past. Mostly brochures and mailings during election season. And our website.

Community Associations Outreach Update – Julie Anne Brame shared that she's reached out to local business organizations and homeowner's associations to come to the Mid City West Community Council board meetings and tell us more about their organization and what's important to them. Sheryl

Turner suggested that Julie Anne Brame contact churches and synagogues. Julie Anne Brame said that, although some of the outreach was appreciated, every homeowner's association within our jurisdiction said they did not feel heard by Mid City West and had no interest in working with us. Julie Anne Brame said this was for the committee to hear and think about ways to improve Mid City West so our neighborhood can work together. Meanwhile, she'll continue contacting organizations including religious institutions to come to Mid City West Community Council Board meetings.

Domain and Admin Status – Julie Anne Brame shared that there are people who have access to our media outlets who are not Communication Committee members. Discussion was had as to whether or not to remove them. We unanimously decided to let Bob Abrahams, the former chair of the Communications committee, remove himself once he feels we've taken over completely. We unanimously decided to remove Ryan, the previous web admin from before Bob and no longer a board member. And leave Jeff Jacobberger, a board member, on so that he can post things if we are unable. This is just until we are positive our committee can handle it ourselves.

Newspaper Presence – Don Whitehead and Leslie Barnett were not present, so we tabled this until next month

Block Captains – We tabled this until next month when the head of Melrose Action can join us.

Next Meeting date – NCJW will be closed on our regularly scheduled meeting day in October for a Jewish holiday . The committee will decide via email when our October meeting will be.

Discussion:

1. none