



Communications and Outreach Committee Minutes

Minutes

November 16th, 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, Don Whitehead, Liza Gerberding, and Julie Anne Brame. Stakeholders present were Charles Lindenblatt, Dr Patrick Seamans, Martina Troiano, and representatives from Marymount High School.

Public Comment: none

Block Captains: The committee discussed interaction with current block captain groups. Elizabeth Reynolds will invite them to our next meeting. We'd like to at least have them on our digital newsletter so they can help better inform the neighborhoods about current issues.

Newspaper Presense: Don Whitehead was appointed to be the newspaper liason for the Communications Committee. He will keep the local newspapers in the loop for current events.

Logo Redesign Sub Committee Update : Julie Anne Brame brought 4 logos based on comments from last month. The committee gave notes and generally agreed upon either a red or blue color scheme. Julie will make revisions and present at December's committee meeting

Digital Kiosk Sub Committee Update – The City Attourney has deemed digital kiosks which display our agendas as digital billboards and thus illegal. The Communications and Outreach committee agreed to think about alternative solutions to posting the agendas 5 days before meetings in 5 places.

Website Redesign Sub Committee Update – Sharon Lake was not present, so no update

Large vs Small Outreach: The Committee discussed the best way to spend our current budget to maximize our outreach potential. With the current rebrand happening, the committee agreed that spending money on tangible free giveaway items would be best. One of which would be reusable grocery bags for when the LA City Council hears the motion on a ban on plastic single use bags. The Committee agreed to brainstorm on what to purchase to be voted on next month

2012 Calendar of Events: tabled until next month

Street Banners: Tabled until next month

Discussion:

1. Dr Patrick Seamans brought up an issue that the current Los Angeles Magazine that is handed out for free at the Grove inaccurately labels our neighborhood at West Hollywood. He would like the Communications Committee to contact the newspaper and have it corrected so that tourists may know they are in Mid City West, not West Hollywood. Elizabeth Reynolds agreed to contact the magazine.