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Outreach Committee Agenda

Monday, February 27, 2012, 7:00pm

Meetings end at 8:30pm unless the committee votes to end earlier or extend the time

Robertson Recreation Center
1641 Preuss Road, Los Angeles, CA 90034
(Corner of Robertson And Airdrome)

Chairs called the meeting to order at 7:05.

Board Committee Members Present: Bette Billet, Nick Burkhart, Doug Fitzsimmons, Barry Levine, Meredith Levine, Troy Richardson, Marj Safinia, Kimber Smith

Community Committee Members Present: N/A

Committee Members Absent: None

Guests: Mary Earl, President, SoRo Inc., Beth Ryan

I. Call to Order & Roll Call

II. General Public Comment (5 minutes)

- a. Marj reminded committee of tree planting on ... Trying to reach up to 100 volunteers. Details pending but committee should do what ever it can to help build awareness and turn out volunteers.

III. New Business (55 minutes)

- a. Outreach Committee Fund Review
 - i. Committee has a balance of \$4350 to spend towards the balance of its initiatives and events for this fiscal year. This amount does not include the \$5000 set aside for the Festival, pending new Festival Director. Spending priorities reviewed and discussed.
- b. Coordinating with SORO Inc
 - i. SORO Festival
Discussion that SORO NC is responsible for promoting the festival, and running the SORO NC booth at the festival. The festival is run by the independent Festival Committee. If SORO NC board members wish to volunteer on that committee, that's wonderful, but there needs to be clear channels of communication back to the board about any expectations that exist of the NC. Festival still seeking a new Director but confident that there are a couple of good applicants.
 - ii. Susan Bursk Award
SORO NC acts as outreach partner to publicize this award. Discussion of the importance of working as partners, and not issuing timelines/expectations of the other group without a proper discussion at an Outreach Committee meeting. Discussion of how response is hampered by requirement to return nominations by fax, mail or in person. Why not email? Also, form requires that nominator knows nominees address etc. If folks want to nominate someone as a surprise, this is an impediment. Agreement that some re-design could be done on the form to make it more appealing to folks to nominate. Kimber volunteered to work with Mary on this.
- c. Election Outreach Strategy
NC needs to start early planning for election outreach, so that funds can be encumbered. Items to include fliers, different sets of yard signs, a number of informational meetings, potential use of door to door distribution service, although some reluctance to do this given



expense and poor prior results. Marj to put together draft budget and plan and report back.

d. Neighborhood Association Workshop

Beth Ryan would like to start initiative to help organize some of SORO NC's unorganized areas into residents groups/associations. Collaborating with other existing groups like RVNA and Beverlywood. Strong recognition that this would be to provide support/information/resources, but not to actually do the work of building the groups themselves. That work must be inclusive, representative, and come from within the communities themselves. Beth will continue to work with Kimber and Marj to develop and bring back to committee.

IV. Old Business (30 minutes)

a. Business Mixer Update – Troy Richardson

i. No update

b. KCET Departures follow up

i. Committee to start brainstorming “buckets” or chapter headings that define the story of SORO e.g. Faith, Education etc. Specific stories too.

c. Mayor's Day of Service update

i. SORO NC does not have to participate – Mayor's office has enough West Side projects.

V. Adjournment (8:30 PM)

Notes:

Special thanks to our official posting locations:

Demers & Associates, The Robertson Blvd Library, The Robertson Recreation Center, The Office of Councilmember Paul Koretz, Malcolm Brown Insurance Co., Hamilton High School, and the SORO NC and DONE websites.

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