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:

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting may be viewed at our website (soronc.org) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact us via phone at (310) 295-9920 or via email at info@soronc.org.

Translators, sign language interpreters, assistive listening devices for the hard of hearing and/or other auxiliary aids/services are available upon request. To ensure the availability of services, please make your request at least three (3) working days before the scheduled date. If you have any questions regarding this notice, please call (213) 485-1360.

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 dias de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 485-1360.