



# Outreach Committee Minutes

**Monday, April 9th, 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)

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Chairs called meeting to order at 7:05pm

## I. Call to Order & Roll Call

Doug, Liz Carlin, Marj Safinia, Beth Ryan, Kimber Smith, Eric Morales, Barry Levine.

## II. General Public Comment (5 minutes)

Kimber – Congratulations to Beth Ryan who is a 2012 SHero of the 26<sup>th</sup> District..

## New Business (55 minutes)

**Marj moves that Beth become a member of Outreach committee. Committee vote unanimous.**

# I. Discussion and possible vote re: Movies in the Park 2012

CD 10 estimates 800 - 1200 people at event. SORO invited to have a table. Serves hotdogs, candy, and popcorn. Liz presented breakdown sheet of costs.

Vote on \$1500. Kimber moves. Beth seconds. Unanimous pass.

Need to know if compostable cups.

Barry comments on offering candy. Beth will try to get donation of apples or other Fresh Fruit from Cynthia Ojeda from Model Neighborhoods Program that runs farmer's market. Liz offered them a table. Event held Fridays in July.

Bette asks if other donations for food other than SORO NC. Raffle prizes donated. But city cannot contribute to raffle prizes. City funds used for set up and licensing rights.

## A. Discussion and possible vote re: SORO Ribbons for new trees

Green SORO branded ribbon to place on trees to identify them as gifts of SORO NC. Cons, my fall off and become trash. Need to be careful about how attached to tree so as not to injure growing trees. Attach to post. Can be used for other events

Marj, motion to fund up to \$200 for ribbons. Doug, seconded. Pass unanimous.

## B. Discussion and possible vote re: AAA Banner Service

Leslie Wolf at AAA contacted NC to notify us that some of the banners were damaged in last storm and need to be repaired. There's also one downed banner near Baskin Robins. Requires \$350 in repairs.

**Doug Fitzsimmons**  
President

**Brian Kite**  
Vice-President

**Terrence Gomes**  
Treasurer

**Nick Burkhart**  
Secretary

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Beth recommends working with Craig Furst at National office very supportive of Beth's work with youth.

Marj moves. Beth seconds. Unanimous.

## **II. Discussion and possible vote re: Neighborhood Association Workshop**

Beth, Marj, Jenny Savitsky and Phoebe Neil... met to discuss workshops. Thought area of greatest need and benefit would be La Cienega Heights.

Beth been contacted by other people in Zone 2 who are interested in starting an association – at least one a renter. Original idea to help unorganized zones get organized. Beth's feeling is that LACH a different project. Might be better to move forward with working on unorganized areas and work with LH later. Also contacted by some one in LACHH today. Two separate projects. Beth on board for both but do this first.

Workshop for Zones 1, 2 & 10.

Costs: Resource packet, refreshments, location, fliers and signs.

Timing and other Details TBD. Expenditures by early June. Reusable yard signs.

KMS Moves to allocate up to \$400. Barry seconded. Unanimous pass.

Beth to send cost breakdown asap.

## **III. Discussion re: Election Outreach**

Late October to early November being targeted for SORO NC elections per Doug.

City requires by Weds May 16<sup>th</sup>

- List of all vendors
- Total amount used for outreach
- Board motion encumbering funds

At finance committee board discussed allocating at least \$2,000. Objective to recruit candidates and bring out voters.

Yard signs, door to door fliers if done by neighborhood associations, use NA network, a couple of events (candidate info sessions), faith based orgs, parent groups, etc. Push for candidate forum and info session.

Approach Clear Channel about helping to advertise elections.

Barry inquires about drive up voter station. Doug will look into it.

Beth recommends SORO go to block captain meetings and Reynier Park Wednesdays in the Park.

Marj and Kimber to look into yard signs, refreshments, fliers, banner, easy up prior to April 2012 board meeting.



Motion – Up to \$3000 for election. Bette Moves. Doug seconds. Unanimous.

## IV. Neighborhood Leaders meeting

Have not had a NL meeting in a while. Could use April 30<sup>th</sup> outreach meeting. Doug suggests holding it in partnership with Land Use and Public Safety. Good topic for discussion:

- Susan Bursk Awards nomination process
- KCET Departures Program
- 7 Eleven wants to move in at Cadillac and Robertson. Want to make it a 24-hour business to make numbers work. Will not move forward without NC support. Item of deep concern for community, would like to give NA opportunity to weigh in.
  - Bette suggests inviting developer. Beth would like meetings to be more interactive and want more opportunity to communicate with each other. To be interactive.

Bette thinks developer should be present at Neighborhood Leaders meeting. Doug and Bette agree that developers had a sense that they would be present.

Will be item on agenda at Neighborhood Leaders meeting. Can be brought before May general board meeting.

## V. Discussion and possible vote re: St. Mark's event

No longer needs funds

### III. Old Business (30 minutes)

KCET Departures follow up

Discussion regarding neighborhood stories Refreshments for workshop and shooting day.

Motion: Marj , Doug Seconds. Unanimous.

Business Mixer Update – Troy Richardson

Possible vote for funding

### Adjournment (8:59 PM)

#### 1. Notes:

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*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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