



Outreach Committee Minutes

Wednesday, September 26, 2011, 7:00pm
Robertson Recreation Center
1641 Preuss Road, Los Angeles, CA 90034
(Corner of Robertson and Airdrome)

I. Call to Order and Roll Call

Chair called the meeting to order at 7:10pm.

Board Committee Members Present: Kimber Smith, Bette Billet, Barry Levine, Troy Richardson, Doug Fitzsimmons

Committee Members Absent: Marjan Safinia, Erick Morales

II. General Public Comment

Doug comments that Neighborhood Congress on Saturday, September 24th was fun. The Action Session was interesting and involved a lively discussions and numerous votes on how to fund 2012 elections. Doug introduced himself to CM Krekorian and told him about the motion coming before his Arts, Parks, and Neighborhoods Committee to review ordinances governing NC system. Kimber wished everyone a happy Fall and L'Shonah Tovah (happy Jewish New Year).

III. New Business

A. Editorial policy for SORO NC outreach

Doug notes the new communication tools available to the Council such as Twitter, Facebook, and the website. He notes that it is not sustainable to have only 1-2 people posting to the various media. Creating an editorial policy was one of the key items born from committee's strategic planning sessions. Several possible approaches and questions were discussed including:

- ❖ Determining who should be authorized to post and where. What kind of information should be posted where (e.g. Twitter for quick info and announcements, items related to core mission on Facebook, and information about what we do on the website).
- ❖ Possible structures: single Editor in Chief, committee chairs, a multi-person panel. In either case, board would filter content through editors who would pick up and post in appropriate place.

Bette raised concerns that policy should have clear criteria for why and how posts are accepted or denied. She is concerned that process be democratic and remain open and accessible to all members of the board.

Doug reiterates that process would improve accountability and should be relatively quick and with out too many layers. Criteria would be open to public and available on website.

Doug Fitzsimmons
President

Brian Kite
Vice-President

Terrence Gomes
Treasurer

Nick Burkhart
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Bette questions whether this process would be most appropriate for By Laws or Outreach Committee. Doug reminds her that this function was granted to Outreach by general board vote as a part of the strategic plan. All agreed that draft policy would go before By Laws and then to general board for approval.

Troy suggests using Google Docs as a tool for managing posts and approvals.

A small working group to draft guidelines was discussed which could include Troy, Kimber, Doug, Marj, Paula, and Michael.

B. Draft Timeline for We Are SORO project

Committee discussed timeline for moving We Are SORO from conceptual stage to implementation. Draft timeline discussed is as follows:

- ❖ October Outreach Committee meeting – Kimber to deliver action plan
- ❖ November – Launch program and post submission guidelines
- ❖ Major programmatic elements to take place in early to mid spring

We Are SORO to be placed on October agenda for further discussion and planning.

IV. Old Business

A. Town Hall

According to By Laws, the Council must produce an annual Town Hall meeting that brings stakeholders and city officials together. Several potential Town Hall topics were discussed:

- a. Economic Revitalization with invitations to MTA, Mayor and other agencies.
- b. State of Education with invitations to filmmaker Davis Guggenheim, Hamilton High Principal Gary Garcia and others.
- c. Land Use seminars on zoning and other issues. This has funding through Land Use committee and may be a good Spring Town Hall option.
- d. Renovations to Robertson Recreation Center bringing together, CD5, the architect, engineering, and others. Opportunity for community to give feedback on a project that has been some what controversial.

Vote: 5-Y, 0-N, to approve option 'd' on Robertson Rec Center.

B. SORO Medallion Update

SORO is currently working with CD 10 to replace temporary SORO banners with permanent medallions. Outreach Co-chair Marj Safinia canvassed Robertson Boulevard to identify location of current banners and to identify potential locations for the permanent medallions.



Estimates for the medallions are \$800 per piece for about 25 medallions or \$25,000. The Council has allocated \$15,000 towards the purchasing the medallions. CD10 has committed to contributing an unspecified amount towards the balance. Marj will get a bid for 40 medallions to cover more ground. Committee discussed approaching businesses along Pico, Venice and La Cienega to brand medallions and contribute to costs. Committee prioritized locations and number of medallions as follows (Doug has image of map sketched on blackboard):

- A. SORO Village (20)
- B. Venice Blvd (15-20)
- C. Pico West (Hillcrest Country Club/Avenue of the Stars to Beverwil) (12)
- D. Pico Central (Beverwil to Robertson) (12)
- E. Pico East (eastside of Robertson to La Cienega) (12)
- F. La Cienega Blvd (moving from southern border to northern border) (20)
- G. Robertson (Cadillac to Whitworth) (25-30)
- H. National Blvd (12-20)
- I. Determined that Olympic not worth investment as only an 5 block area)

C. Business Mixer

Committee discussed organizing a business mixer with high impact business leaders capable of making significant investments in the area. This would be an initial meeting of about 20 business leaders who have high capital to invest. Purpose to determine ways to leverage their presence to work together on mutual goals. Committee discussed ways to compile list of such individuals in the area and ways to reach them. Kimber suggests including business leaders from the Pico Kosher district who collectively make up a significant business interest in the community. The mixer to be placed on October agenda for further discussion and planning.

V. Adjournment

The meeting was adjourned at 9:06 p.m.