Minutes for Outreach Committee Meeting
Tuesday, July 27, 2010
Mar Vista Family Center, 6:30 – 7:30 p.m.
5075 South Slauson Avenue
Del Rey, California 90230

1. Call to order and Roll Call - 7:35 PM
   
   Present:
   Brett Flater – Chair
   Mike Stafford – Member
   Dan Moreno – Member

   Absent:
   None

   Guests:
   Eric DeSobe – DRNC Member
   Elizabeth Zamora – DRNC Member
   Danny Myer – Community Member

2. Establishing Outreach priorities
   Committee Members shared their top priorities
   
   • Mr. Stafford
     ▪ Promote Registration of Yahoo Site – Increasing traffic in website – 260 members currently
     ▪ Vehicle to Distribute the newsletter more efficiently and cheaply
   
   • Mr. Moreno
     ▪ Newsletter involving the business community
     ▪ Let people know we are here
     ▪ Door to door introduction of the Council
   
   • Mr. Flater
     ▪ Website
     ▪ Del Rey Business List
     ▪ Event sponsorship

   • Community Members:
     ▪ Elizabeth Zamora – Sending press releases out to increase exposure and people pick it up online
     ▪ Danny Meyer – Newsletter is a great idea; walking the streets is beneficial
     ▪ Mr. Desobe - Website – getting to a point of functionality; Social Media; Updating Banners and signage in general (ala Venice Neighborhood Council); Increasing outreach sponsorships of events and having an event protocol

   Committee resolved to come up with a list of priorities to finalize at the next committee meeting.
3. **Revamping the DRNC website**
   - Mr. Stafford gave background information on the current website: Former Board Member Jonathan Neuman got the domain name for us. He created the website but with his absence, it is difficult to get into. There are technical aspects of getting it and accessing it. The problem with hiring is that you have to find a vendor that DONE approves, negotiate with them, and figure out how to get the domain access.
   - Mr. DeSobe showed examples of other neighborhood council’s websites
   - Mr. Moreno asked what the price to build or to maintain the website is. Mr. DeSobe indicated other neighborhood councils had spent up to $6,000 to create it.
   - The Committee discussed what the website needs to contain: Clickable calendar; photos; logo; way to sign up for information; community links; files (Minutes, maps, council documents, etc.)
   - Committee agreed that Mr. Flater would take the lead on researching the cost and would report back to the committee next month.

4. **Options for producing the DRNC newsletter**
   - Committee looked at different options for continuing the great DRNC newsletter.
   - Mr. Flater met with Geoff Maleman who has been producing the newsletters for the past several years. Mr. Flater explained various options for the newsletter, including continuing the same production as previously, doing a bi-monthly e-mail version, or a pdf version of the newsletter.
   - Despite the amazing product, several concerns were expressed by Mr. Flater including the large expense for the production of the newsletter, lack of delivery, and the number of full boxes of newsletters that continue to sit unused.
   - Mr. Moreno asked how it was delivered. Mr. DeSobe and other board members explained that Area Directors were encouraged to deliver it to their area. This led to mixed results in terms of delivery.
   - Mr. Stafford expressed concern that even when he dropped off the newsletter to neighbors, they often just threw it away without looking at it.
   - Mr. Flater commented that other neighborhood councils use Constant Contact or other e-mail newsletter programs.
   - Ms. Zamora suggested doing a Del Rey Calendar with photos of Del Rey, contact information, etc.
   - Mr. Stafford suggested doing a quarterly advertisement in the Argonaut to bring attention to the council.
   - Mr. DeSobe expressed support for an electronic newsletter. Mr. Moreno indicated that in the long-term is a great idea; Short-term get a page in the Argonaut
The Committee agreed to do additional research on the cost of ads in the Argonaut and various newsletter options. The committee will review these options at the next meeting.

The committee also discussed their goal to double the number of people on the list by the end of the calendar year.

5. **Discussion of Del Rey Day**
   - Mr. Flater indicated that any Del Rey Day Ad Hoc committee established by the Outreach Committee would have to report back to the Outreach Committee, adding an extra step and preventing actions from being acted on in a timely manner.
   - Mr. DeSobe will appoint a Del Rey Day Ad Hoc committee that reports back to the Executive Committee. Interested members should contact Mr. DeSobe.

6. **Motion to approve a partnership with the CARE 5K to hold Del Rey Day on Sunday, November 7th** *(Motion by Mr. Moreno, Second Mr. Stafford)*  
   - Mr. Flater indicated that the CARE 5K will be held on Sunday, November 7\textsuperscript{th}. Mr. Flater recommended partnering with CARE 5K to increase turnout.
   - Mr. Moreno asked if we had partnered in the past. Mr. Flater indicated that we did not last year but we did the year before.
   - Mr. Flater expressed the importance of making sure that all City rules and regulations are followed properly in terms of partnering with a fundraiser. Independent expenditures need to be made. The motion is only to hold the event on the same day, not to spend funds on the fundraising event.

   **Motion Passed unanimously**

7. **Assigning outreach tasks**
   - Mr. Flater – Website; e-mail newsletter distribution
   - Mr. Stafford – Argonaut research
   - Mr. DeSobe - Approved Banner and Signage
   - Mr Meyer – Will be part of the Del Rey Day Committee

8. **Future meeting dates** – August 24\textsuperscript{th} – Location TBD

9. **Adjourn (No later than 7:30 PM)** – Motion made by Mr. Moreno, Seconded by Mr. Stafford. Passed unanimously at 7:29 PM.