Minutes for DRNC Outreach Committee Meeting
Tuesday, August 24, 2010
Mar Vista Family Center, 8:00 – 9:00 p.m.
5075 South Slauson Avenue
Del Rey, California 90230
The public is welcome - no charge.

1. Call to order and roll call.
   Present – Brett Flater, Dan Moreno, Mike Stafford
   Absent – None
   Public – Eric DeSobe, Renae Paonesa, Francine Julius-Edwards

2. Public Comment
   Mike Stafford – Received quotes for a one page “News Magazine” in Argonaut. Cost is roughly $1400 per page. There is also an option to do inserts. The minimum cost for that is $300. Inserts must be printed by the council and would not be featured on the Argonaut website or in non-delivered newspapers.
   Francine Julius Edwards – Marina Del Rey Middle School is holding a welcoming parents event tomorrow. There is a new Assistant Principal at Marina Del Rey Middle School. October event is the 50th Anniversary of the Marina Del Rey Middle School. September 14th, 2010.
   Renae Paonesa – Westlawn block party is occurring on Tuesday, August 31st. It will be blocking off Short to Louise. For questions, contact Renae.

3. Finalizing Outreach Committee Priorities.
   Mr Moreno – Website is priority one; additional outreach via newsletter or advertisements should be the second priority.
   Committee agreed on the top two priorities. Additional priorities can be discussed with the larger board at the DRNC retreat.

4. Del Rey Neighborhood Council website update. (Motion possible)
   *Mr. Flater spoke with multiple website designers. All suggested that the council come up with an official budget and priorities. Designers can then give accurate quotes as to whether those priorities can be achieved within the budget. Wendy Moore is a web designer that has done other neighborhood council websites and was recommended to the DRNC. Mr. Flater showed examples of other neighborhood council websites that Ms. Moore designed.
   *Mr. Moreno moved to authorize the use of Wendy Moore to create the Del Rey NC website and to approve a $5,000 development budget for the design of the website. (Seconded by Mr. Flater)
   Mr. Stafford – We need a website that you can modify
   Motion passed unanimously

5. Motion to sponsor Short Avenue’s “Welcome to Kinder” event for new families on September 13th and to purchase up to $250 of refreshments and back to school supplies. (Submitted by Brett Flater) Seconded by Mr. Stafford
   Mr. DeSobe explained that the DRNC has attended this event in the past. Approximately 40-50 parents attend each year. It is a great opportunity to increase exposure of the DRNC.
Mr. Flater suggested that we create a flyer ready for the website, getting them interested in attending the meetings. Mr. Flater also suggested we create a specific blurb about what the DRNC has done to support Short Ave. Elementary in the past. Mr. Stafford was willing to re-do the brochure to update the information and pass it out to individuals at the event.

Motion Passed Unanimously

6. Motion to purchase ½ page advertisement in The Argonaut a week before the 1st Annual Del Rey Cup. (Submitted by Brett Flater) Seconded by Mr. Moreno

Mr. DeSobe explained that the DRNC is sponsoring the Del Rey Cup and suggested we use some of the sponsorship budget to increase the advertisement for the event. There will be a strong Stoner Elementary presence at the event, and we are working with the Councilman to attend the event.

Mr. Moreno – Spoke in favor.

Mr. Flater made a friendly amendment: allocate up to $360 for an advertisement – Seconded by Mr. Moreno

Amendment Passed Unanimously

Revised Motion: To allocate up to $360 for an advertisement in the Argonaut a week before the 1st Annual Del Rey Cup.

Motion Passed Unanimously

7. Motion to purchase 1/12 page advertisement in The Argonaut for the 4th Annual Mar Vista Gardens Handball Tournament. (Submitted by Brett Flater), Seconded by Mr. Stafford

Mr. DeSobe spoke about the event. This will be the 4th time the event has occurred. It was a huge success last year and the DRNC has already created a line item in the budget for the event this year.

Mr. Flater – amendment to the motion to say, “allocate up to $100 to purchase advertisement” Seconded by Mr. Moreno.

Amendment Passes Unanimously

Revised Motion: To allocate up to $100 to purchase advertisement in The Argonaut for the 4th Annual Mar Vista Gardens Handball Tournament

Motion passed unanimously.

8. Motion to approve up to $1,000 in banners and mounted cardboard advertisements for use by the Del Rey Neighborhood Council. (Submitted by Brett Flater) – Seconded by Mr. Moreno

Friendly amendment by Mr. Stafford to change the motion to say, “stand up displays” – Seconded by Mr. Flater

Amendment passed unanimously.

Revised motion: Approve up to $1,000 in banners and stand up displays for use by the Del Rey Neighborhood Council.

Motion passed unanimously

9. Motion to approve up to $100 for event badges for Del Rey Neighborhood Council members. (Submitted by Brett Flater) Seconded by Mr. Moreno

Mr. DeSobe explained that Enrique Fernandez has received quotes that badges and lanyards would cost approximately $7 - $10 per badge.

Mr. Moreno spoke in favor of the motion.
Mr. Stafford suggested we increase the amount to account for the open seats on the council.
Amendment by Mr. Stafford to say “up to $150.” Seconded by Mr. Moreno.
Amendment Passed unanimously
**Revised Motion: to approve up to $150 for event badges for Del Rey Neighborhood Council members.**
**Passed unanimously**
10. Public comment was re-opened. Mr. Stafford asked Ms. Julius-Edwards when Marina Del Rey’s Green Day was to be held. She indicated it will be on April 23rd – Mr. Stafford encouraged a potential collaboration between the event and the council.
10. Next meeting dates.
Tuesday, September 28th at 7PM.
11. Motion to adjourn at 8:54 PM by Mr. Moreno, seconded by Mr. Stafford. Passed unanimously.