Minutes for Del Rey Neighborhood Council
OUTREACH/PUBLICITY COMMITTEE
Wednesday, July 23, 2014 6:30-8:30pm
MOA Wellness Center (310) 574-9900
4533 S. Centinela Avenue, Del Rey, California, 90066

Attendees:
Co-chairs: Marlene Savage, Meiwah Wong
Committee Members: Ron Kato, Ellie Bertwell
Community Members: Carolyn Tange, Mathew Hood

Meeting called to order at 6:40pm
Public Comment: None
Introductions: All attendees introduced themselves
Old Business: None
New Business:

Agenda item 4a. Permanent meeting day: Ron Kato moved a permanent meeting day
On the 4th Wednesday of each month. Second: Marlene. Motion
approved unanimously.

Agenda item 4b. **Marketing Plan:** Co Chairs Marlene Savage and Meiwah Wong
Presented a recommended Marketing Plan. Meiwah explained that it
is a starting place.

**Mission Statement:** Ellie Bertwell suggested expanding to include
outreach for the purpose of promoting Del Rey identity.

**Target Audience:** Ron Kato suggested expanding to include schools.
Marlene Savage responded that in effect all DRNC committees are
part of outreach, and the Education Committee outreaches to the
schools. Ron suggested that we further that outreach so there is a
stronger relationship beyond schools seeking financial help for
specific events.

**Marketing Materials:** A brochure has been used in the past. We
need to find a copy, revise and update as needed as seek funding
approval from the DRNC board to have it printed for use at future
events. General consensus that materials should be in English and
Spanish.

**Promotional Materials:** Per Marlene Savage, in the past, we have
had the following promotional items with the DRNC logo: T-shirts,
polo shirts, cups, blankets, caps and reusable cloth bags.

Agenda item 4c. No presentation of Sub-committee “Health and Wellness”

Agenda item 4d. Events:

1. **National Night Out:** Tuesday, August 5, 2014. We will have a
table. All DRNC Board members are encouraged to attend and
wear a DRNC cap to identify our council and help get the word out
who we are.

2. **Town Hall:** Saturday, August 9, 2014. Joint town hall with the Del
Rey Residents Association and the Los Angeles Planning
Department to introduce the community to the Centinela Streetscape Pan and to get community feedback. No action as this is being organized by the Centinela Streetscape Ad Hoc Committee. All DRNC Board members are encouraged to attend.

3. **Del Rey Day**: Tentative date chosen: Sunday, October 19, 20014. There is concern that there might not be enough time to plan. Also concern that considerable time and energy goes into Del Rey Day, leaving us without time to develop new events. Ellie Bertwell moved to approve an Ad Hoc Committee to organize Del Rey Day. Second: Marlene Savage. Motion approve unanimously. First Ad Hoc Committee meeting is scheduled for Thursday, August 7, 2014, 6:30pm at the MOA Wellness Center.

4. **Del Rey Cup**: No action as this is organized by the Community Services Committee.

Meeting adjourned at 8:00pm.