



P.O. Box 42254, Los Angeles, CA 90042

ARROYO SECO NEIGHBORHOOD COUNCIL (ASNC) COMMUNICATIONS & OUTREACH COMMITTEE

Agenda

Hermon Church Fellowship Hall, 5800 Monterey Road (at Wheeling Way), L.A. 90042

Saturday, April 18, 2009 – 11:15 a.m.

(or as soon after the adjournment of the ASNC Budget & Finance Committee meeting as possible)

- I. Opening remarks and welcome to membership *
- II. Stakeholder comments on non-agenda items within the scope of committee's mandate ** (2 mins. ea.).
- III. **OLD BUSINESS:**
 - A. Review artist concepts and text for Metro Gold Line train ad posters; make recommendations to ASNC Board of Representatives for April 23 meeting
 - B. Discuss possible additional uses for Gold Line ad art – desktop-published handouts (for events, mailings, etc.), other possible ad/publicity media options (see also Item C, following)
 - C. (*Follow-up to 6-2-08 Board mtg.*) Consider placing ASNC ads in local community group newsletters (and/or their Websites) as a means of increasing stakeholder registration/participation; possibilities include: MHIA, MWHA, MWA, others TBD; make assignments for further research into costs/benefits
- IV. **NEW BUSINESS:**
 - A. Discuss ASNC participation in Lummi Day activities, for outreach purposes – **Eliot Sekuler**
 - B. Motion to allocate up to \$600 from outreach funds for ASNC logo-imprinted promotion items (lighted keychains, green reusable grocery bags, etc.) – **Mark Legassie**
 - C. Proposal to seek Board approval to spend up to \$250 from outreach and communication budget line items to purchase Microsoft Access software for use by the ASNC registration clerk in maintaining and adding to the neighborhood council's database of more than 1,200 registered stakeholders
- V. **MISCELLANEOUS/ONGOING:**
 - A. Consider best uses for remaining three pre-paid, half-page ads for ASNC communications and outreach
- VI. Adjournment.

* The ASNC Communications & Outreach Committee is open to all Arroyo Seco Neighborhood Council stakeholders

** (from ASNC Bylaws): ART. VIII (COMMITTEES) All committees shall be composed of both board and non-board members. The following Standing Committee[s] shall be established. 3) Communications and Outreach Committee . . . shall be chaired by the Registrar . . . shall communicate with all ASNC Stakeholders and members in accordance with the Brown Act . . . shall maintain the membership roster to enable the ASNC to carry out all organizational functions . . . shall report periodically to the Board as to the demographic composition of the membership.

[Please direct any questions regarding this meeting to the committee chair at 323-376-9000; ASNC_Outreach@earthlink.net]