



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

## ARROYO SECO NEIGHBORHOOD COUNCIL (ASNC) COMMUNICATIONS & OUTREACH COMMITTEE

### Agenda

Monterey Adult Day Health Care Center, 5926 Monterey Road (at Ave.60), L.A. 90042

**Thursday, September 10, 2009 – 6 p.m.**

*(preceding Hermon Local Issues; adjourns no later than 6:50 p.m.)*

- I. Opening remarks and welcome to membership. \*
- II. Stakeholder comments on non-agenda items within the scope of committee's mandate \*\* (1 min. ea.).
- III. Stakeholder registration report, handout (ASNC Registrar).
- IV. **OLD BUSINESS:**
  - A. Review proposed purchases of imprinted materials for use in publicizing the ASNC (referred by Board at 8/09 meeting) -- namely, cloth grocery bags (to \$500), and LED keychain lights (to \$300);
  - B. (Follow-up to 6/08 Board mtg.) Update on placement of ASNC ads in local community group newsletters and/or Websites as a means of increasing stakeholder registration/participation;
  - C. Proposed creation of an adaptable, inexpensive desktop-published ASNC general info brochure.
- V. **NEW BUSINESS:**
  - A. ASNC Logo: Evaluation of the continued use of the council logo approved in Jan. 2007; consider re-design or replacement and whether to accept a volunteer artist's offer to create a new version;
  - B. ASNC Website: Motion to reverse January '09 Board action and return oversight for the neighborhood council Website to this committee, as per ASNC Bylaws;
    1. The ASNC should allocate up to \$220 from its Communications budget to purchase Adobe Dreamweaver software for use by the new volunteer Webmaster (Mark Legassie);
    2. The ASNC should purchase a digital camera and memory card -- costs not to exceed \$200 -- to take pictures for the Website, ASNC events, and other publicity (Mark Legassie).
- 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 questions about this meeting announcement to the committee chair at (323) 376-9000; JosephR@mindspring.com]