

CITY OF LOS ANGELES  
CALIFORNIA

c/o EmpowerLA  
334-B E. Second Street, Los Angeles, CA 90012  
Phone: (213) 485-1360  
Fax: (213) 485-4608

**GEOGRAPHICAL REPRESENTATIVES**

Ken Kallman, Hermon  
Clifford R. Moseley, Hermon  
[vacant], Montecito Heights  
Tom Marble, Montecito Heights  
Judy L. Knaption, Monterey Hills  
Darius Adle, Monterey Hills  
Ann W. Walnum, Mount Washington  
Paula M. Sirola, Mount Washington  
Elizabeth Herron, Mount Washington  
Jack Fong, Mount Washington  
[vacant], Sycamore Grove  
Ariel van Zandweghe, Sycamore Grove

**AT LARGE REPRESENTATIVES**

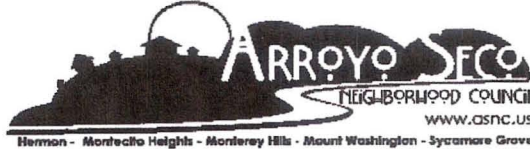
Mark S. Legassie, Community Non-Profits  
Joseph Riser, Education & Youth  
Jerry P. Schneider, Environment  
[vacant], Faith-based Organizations  
Roy Payan, Healthcare & Seniors  
Martha F. Benedict, Recreation, Culture, & the Arts  
Meredith C. McKenzie, Retail, Wholesale, & Service

**ARROYO SECO  
NEIGHBORHOOD  
COUNCIL**

POST OFFICE BOX 42254  
LOS ANGELES, CA 90042  
MESSAGE PHONE:  
(323) 550-8105  
<http://www.asnc.us>

**OFFICERS**

Martha F. Benedict  
PRESIDENT  
[vacant]  
VICE-PRESIDENT  
Meredith C. McKenzie  
SECRETARY  
Mark S. Legassie  
TREASURER  
Meredith C. McKenzie  
REGISTRAR



**ARROYO SECO NEIGHBORHOOD COUNCIL (ASNC)  
BOARD OF REPRESENTATIVES  
Community Outreach & Communications Report  
June 27, 2011**

Subsequent to the May 23, 2011, ASNC Board meeting, when it was determined that there were no carry-over funds to support the Board approved outreach costs of:

- \$1,000 for annual newsletter
- \$1,500 for advertising
- \$1,000 for trifold outreach brochure,

President Martha Benedict, Treasurer Mark Legassie, and Secretary/Registrar Meredith McKenzie conferred as to what could be done with the remaining funds in the amount of \$1,400.

These officers determined that the best and most expedient use of these funds would be as follows:

1. 6 month online and ¼ page advertising plan with news story option in the Boulevard Sentinel at a cost of \$548.00 AND
  2. 3 month online banner advertising (with click-through to our website home page) at non-profit rate in the Highland Park-Mt Washington Patch at a cost of \$765.00
- for a total cost of \$1,313.

Please note that the Communications & Outreach Committee did not meet solely because the officers had to act on an 'emergency' basis due to

- a. The short deadline (over a holiday weekend) to submit final ads, including copy, for a June 1, 2011, start date.
- b. Concern about booking space and making the credit card payments in advance of the 6/15/2011 DONE deadline.

The ads are attached to this report.

Respectfully Submitted,

*Meredith McKenzie*  
Registrar



# ARROYO SECO

## NEIGHBORHOOD COUNCIL

www.asnc.us

*There are openings on  
the Arroyo Seco NC board!*

Contact [president@asnc.us](mailto:president@asnc.us), call  
323-550-8105 or write to ASNC, PO  
Box 42254, Los Angeles, CA 90042 for  
application & qualification details

### Northeast Los Angeles DISASTER SURVIVAL GUIDE

*Northeast LA Disaster Task Force  
Needs Volunteers to Develop  
the Area's First Ever in History  
DISASTER SURVIVAL GUIDE*

*We are looking for CERT & ACS Members  
• Neighborhood Coordinators • Animal  
Rescue Volunteers • Disaster Experts • Phone  
App Developers • Educators • Animal Rescue  
Representatives • Public Outreach Specialists  
• Graphic Designers • Photographers  
Sign up by email [safety@asnc.us](mailto:safety@asnc.us)*

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HERMON

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MONTECITO HEIGHTS

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MONTEREY HILLS

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MT. WASHINGTON

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SYCAMORE GROVE

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BUILD A FREE COMMUNITY GARDEN • PREPARE FOR AN EMERGENCY • HELP OUT HOMELESS CATS & DOGS • SUPPORT THE FINE ARTS • HOLD A LOCAL FESTIVAL • PRESERVE AND PROTECT LOCAL HISTORICAL SITES • PAY FOR SCHOOL BENCHES • HELP FINANCE A PEACE MARCH • PLANT TREES • INSTALL DOGGIE WASTE BAGS • MAKE SURE LOW INCOME KIDS GO TO CAMP IN THE SUMMERTIME AT THE AUDUBON CENTER • DECORATE A GIGANTIC COMMUNITY CHRISTMAS TREE WITH LED LIGHTS • FUND WOMEN'S FITNESS HIKE IN DEBS PARK • TEACH PET FIRST AID • GET NEW GATES AT HERITAGE SQUARE • HELP A NON-PROFIT PRESCHOOL REDEVELOP ITS OLD BUILDING SO THEY CAN GET SUBSIDIES FOR POOR FAMILIES WITH LITTLE CHILDREN • AND MORE...

Boulevard

Sentinel

6-1-2011

AD

ARROYO:  
SECO:

NEIGHBORHOOD  
COUNCIL  
WWW.ASN.C.US

4th Mondays  
7:00 p.m.  
Ramona Hall

Highland Park -  
MT Washington  
Patricia  
Banner Ad  
JUNE 2011