

**ARROYO SECO  
NEIGHBORHOOD COUNCIL**  
POST OFFICE BOX 42254  
LOS ANGELES, CA 90042  
MESSAGE PHONE: 323-418-ASNC  
<http://www.asnc.us>

**OFFICERS**

Valerie Harragin  
PRESIDENT

Lynda Valencia  
VICE-PRESIDENT

Martha Benedict  
SECRETARY

Richard Schwanbeck  
TREASURER

Teresa Bonsell  
REGISTRAR

**CITY OF LOS ANGELES  
CALIFORNIA**



**COMMUNICATIONS & OUTREACH COMMITTEE**  
Chair Teresa Bonsell

Margaret Barto, Martha Benedict,  
Orville McKinley, Gloria Sierra, Lynda Valencia,

**c/o EmpowerLA - DONE**  
200 N. Spring St., Suite 2005, Los Angeles, CA 90012  
Phone: (213) 978-1551  
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**GEOGRAPHICAL REPRESENTATIVES**

Joyce Garber, Hermon  
vacant, Hermon  
Orville McKinley, Montecito Heights  
Roy Payan, Montecito Heights  
Richard Schwanbeck, Monterey Hills  
Lynda Valencia, Monterey Hills  
Valerie Harragin, Mount Washington  
Padraic Cassidy, Mount Washington  
vacant, Mount Washington  
Tamar Rosenthal, Mount Washington  
Brenda Ibañez, Sycamore Grove  
vacant, Sycamore Grove

**AT LARGE REPRESENTATIVES**

Teresa "Teri" Bonsell, At Large  
Lenora Bejarano, At Large  
Harv Woien, Community Non-Profits  
Lupe Ramos, Education & Youth  
Lloyd Kattro, Environment  
Margaret Barto, Faith-based Organizations  
Raul Esquivel, Healthcare & Seniors  
Martha Benedict, Recreation, Culture, & Arts  
Lynn Moses, Retail, Wholesale, & Service Business

**ARROYO SECO NEIGHBORHOOD COUNCIL (ASNC)**

Special Joint Meeting of the Board with

**THE COMMUNICATIONS & OUTREACH COMMITTEE**

Wednesday, March 4, 2015 • 7:00 p.m. • Ramona Hall, 4580 North Figueroa Street, Los Angeles, CA 90065

**A G E N D A**

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting Department of Neighborhood Empower, at (213) 978-1551 or toll-free at 311.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all members of the Board in advance of a meeting, may be viewed at the Neighborhood Council meeting or on the Neighborhood Council website by clicking or visiting [www.asnc.us](http://www.asnc.us).

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 días de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 978-1551.

1. **WELCOME AND INTRODUCTIONS** - Teresa Bonsell, Outreach chair (1 min.)
  2. **GENERAL PUBLIC COMMENT** (10 min.) The public may provide comments to the committee on nonagenda items within the Neighborhood Councils subject matter jurisdiction. However, please note that under the Brown Act, the committee is prevented from acting on the issue you bring to its attention until the matter is agendaized for discussion at a future public meeting. (Limited to 2 minutes per speaker.)
  3. **APPROVAL OF MINUTES**
  4. **PRESENTATION BY EDDIE RIVERA** Publisher of Arroyo Seco Journal <http://www.thearroyosecojournal.com>.
- Items below for discussion and possible action:*
5. **ASNC BANNERS & BANNER STANDS** Two 96" x 36" horizontal vinyl banners @\$61 each and two retractable 79" x 33" standup banners @ up to \$300 each from [allstatebanners.com](http://allstatebanners.com) or similar.
  6. **CRAFT COMPONENT FOR LUMMIS DAY** Given the success of the craft table at the Monterey Hills Fair to engage children and parents, Outreach requests \$1,000 for craft materials in collaboration with Avenue 50 Studio's Kathy Gallegos to create a more interactive outreach table at Lummis Day June 7th.
  7. **BULKY ITEM INFO MAGNETS WITH ASNC LOGO** Let stakeholders know they can call for bulky item pickup free of charge with 1500 ASNC-produced magnets with contact info to distribute at public events, up to \$500 from [discountmugs.com](http://discountmugs.com) or similar.
  8. **PRIZE WHEEL FOR PROMOTIONAL GIVEAWAYS** Table top spinning prize wheel up to \$350 [displays2go.com](http://displays2go.com) or similar.
  9. **PROJECTOR TO USE WITH LAPTOP** Reduce need for paper copies. Up to \$420 from [amazon.com](http://amazon.com) or similar
  10. **SNOW CONE MACHINE** For warm weather outreach events. Up to \$150 from [bestbuy.com](http://bestbuy.com) or similar.
  11. **PEACE WALK OUTREACH** Crafts materials for ASNC outreach table and hot dog purchase, \$500.
  12. **REALLOCATE EGGSTRAVAGANZA EXPENDITURE** Per Ramona Hall Director Rick Swanson's request, reduce spending previously approved for refreshments from \$800 to \$600 in order to to rent a jumper from Party On or similar for \$200.
  13. **GLEN MARY STAIRS MURAL RESTORATION** Community Improvement Project to repair damage and apply protective coating to the iconic fabric mural across from Sycamore Grove Park originally installed in 2010. Cost to be discussed. Highland Park Heritage Trust has agreed to contribute. Deadline planned for Lummis Day, June 7, 2015.
  14. **PLANNING FOR FUTURE EVENTS** Action plans for promotion and participation
    - Peace in the Northeast • Eggstavananza in Sycamore Grove Park • Lummis Day and related fundraisers
    - Health/Education event in Monterey Hills Budd Weiner Park March 21
  15. **INPUT ON FUTURE AGENDA ITEMS** (5 min.)
  16. **ADJOURNMENT**