

4-10-13 EVENTS/MARKETING/OUTREACH COMMITTEE MEETING MINUTES  
MID VALLEY REGIONAL LIBRARY

1. Call meeting to order – Anita Goldbaum/Chair 6:41pm
  - a. Pledge of Allegiance – Led by Anita Goldbaum/Chair
2. Committee member roll call  
Anita Goldbaum/Present  
Martha Kopy/Present  
Nancy Xander/Present  
David Hyman/Present  
Mike Khalid/Present  
David Hyman/Present  
Robin Tyler/Present
3. Public comments on non-agendized items

David Hyman advised that there will be a SOLID Pancake Breakfast May 18<sup>th</sup> from 8-11am at the Devonshire PD if anyone would like to attend.

Anita Goldbaum advised that there is a Car Fit Event, April 12<sup>th</sup> for drivers sponsored by Adrin Nazarian's Office, at the Sherman Oaks East Valley Center from 12 noon until 4pm. The CHP as well as the LAPD will be there to check your car, i.e. are mirrors aligned properly, any seat belt problems etc.

Anita Goldbaum announced that there will be another VANC Candidate forum on April 27<sup>th</sup>; there is limited seating so you will have to register if you wish to attend and your name must be added to the roster to gain admittance.

4. Presentations – NONE
5. Old business

- a. Update and advise on Citrus Sunday May 5<sup>th</sup>

David Hyman stated that he has the flyers from Councilman Englander's office which we can use to eblast to our subscribers as well as hand out in the area to promote Citrus Sunday. The NHWNC drop off area will be Fire Station #87 on Balboa Blvd. in Granada Hills. David asked if we could use one of the current banners we have and perhaps update it to indicate the Citrus Sunday Event. Anita advised we can use the banner we have. Any donations that are brought to the Fire Station will go to the Methodist Church, located on Rayen between Sepulveda and the 405 Freeway and the recipient will be the Valley Interfaith Council.

Anita Goldbaum advised that we need volunteers to help, David Hyman said he will be there about 15 minutes prior to the start which is 9am to 1pm. Nancy Xander asked David Hyman how many people usually show up with donations, he advised that it had been a light turnout last year, but perhaps 30 or 50 donations could come in.

Mary Armenteros suggested that there may be a way of putting the Citrus Sunday logo on one of the banners. Robin Tyler stated that we already have the banners and Jaynee Thorne was going to see if she could personally apply the grommets. If not, they can be brought to Kinko's and done for \$1.00 per grommet. Anita Goldbaum advised that we can make an announcement at the GBM asking for volunteers to help at Citrus Sunday and that we will also send an eblast to our subscribers advising them as well.

David Hyman said that he will put up the banner that we have. Robin advised that we have a square one and long ones that he could utilize, whatever will be appropriate. If we need to add grommets to any additional banners, it only takes 1 day for Kinko's to do it.

b. Update on the Senior Dance

\$500 sponsorship was approved at the previous outreach meeting and also approved by the full board. David Hyman advised that there was a "changeover" in the organization handling this function. He will provide an update as soon as he has more information. Robin Tyler asked David Hyman to please email the entire committee when he has more information so everyone is advised on what is happening.

David Hyman advised that they honor a Senior over the age of 50 who has contributed to the community with their service and we may want to consider who we would like to nominate. Robin Tyler stated that we should send out an email asking for suggestions. Robin Tyler stated that Peggy Burgess would be an excellent candidate, however, she was advised it was offered to her before and she declined. Anita Goldbaum stated perhaps we can ask her again. David Hyman also advised that we will have a table to provide materials on the NHWNC as well as an area to display our banner.

c. Update and advise on Greek Festival May 25, 26, 27

David Hyman advised that the Greek Festival is for 3 days, the 25<sup>th</sup>, 26 and 27<sup>th</sup> of May. The hours for the festival are 1pm to 9pm. There will be various community booths/tables set up for us to place NHWNC materials as well as an area to place our banner. This is a Valley Community event and all councils can be represented if they wish. David suggested that we have sign in sheets so that we can increase our email subscriber listing and we will also need volunteers to staff the booth. We do not have to pay for anything, the booth is for free. There is plenty of food, activities for all ages and would be a great way to interact with the residents/stakeholders.

d. Update and advise and possible motion to do a Spring/Summer Westsider

Anita Goldbaum stated that we were presented with a proposal to provide the Westsider to 7800 in the North Hills West area for \$1800 including postage. It will be black and white copy. It would contain information on all the upcoming events and other highlights for the NHWNC. Anita Goldbaum asked for volunteers to assist in the preparation of the copy, obtain the information, photos that will need to be included. The committee members need to volunteer to help with this work. Anita Goldbaum asked for volunteers from the committee, Nancy Xander will help, Anita stated she would also help. Anita Goldbaum also advised that the Reseda NC does a black and white newsletter, every month, however, they do not mail it, they place in areas around their community for those interested to pick up, which saves greatly on postage that is costly. Anita Goldbaum asked the committee to come up with information to put in the Westsider. Mary Armenteros stated that there is information on the different events that can be obtained from the internet, photos, wording etc. that would be helpful.

Anita Goldbaum advised that a Westsider could not possibly go out to advertise the May 5<sup>th</sup> Citrus Sunday, however, we can provide an update in the Westsider when it goes out. We will also send an eblast to all subscribers to advertise Citrus Sunday and the information will be on our website as well. Nancy Xander said the weekends are best for her to meet and work on compiling the information, etc. In addition, we will also put on our website the .pdf of the Westsider and eblast it to all subscribers as well.

- e. Motion to approve up to \$1,000 for promotional items for outreach events

Mike Khalid stated that we can do note pads with shopping lists on the back, perhaps shopping bags with our logo on them, water bottles, etc. Some of the items would be too expensive to do, we only want to spend around .50 to .75 cents on the items and hopefully not to go over \$1.00 per item.

Anita Goldbaum suggested baggie clips that would have our logo, they come in different sizes, flyswatters have been suggested, a credit card size tape measure, spiral notebooks, magnets etc. Nancy Xander suggested cell phone holders, lunch bags, small spray hand sanitizers, Martha Kopy suggested the small stress balls with our logo on them, they are cone shape and fit in your hand.

Robin Tyler suggested doing a raffle and perhaps an Ereader or an ipad; we would allocate money for the item, the raffle tickets would be free; that would definitely get people to come by our booth.

Anita Goldbaum asked everyone which 3 or 4 items would be a good consideration; they were: Small LED flashlight, hand sanitizer, credit card tape measure; Nancy Xander said she will obtain pricing on these items and get back to the committee. Robin Tyler said she will get the pricing on the LED flashlights. Motion to approve the \$1,000 for promotional/advertisement items – David Hyman – second Anita Goldbaum – vote unanimous – passes.

- F. Update on Family Fest

Robin Tyler stated that she and Anita will be attending a meeting on Monday morning regarding the Family Fest and will advise the committee. We will also need volunteers for this event as well.

The Senior Symposium will be April 20<sup>th</sup> at One Generation on Victory Blvd.; they will have physicians, prizes, free checkups for all Seniors.

- 6. New business

- a. Discussion and possible action place NHWNC information in the display case at Mid Valley Regional Library. David Hyman advised that we will be able to place information on the NHWNC in the display case at the Mid Valley Regional Library, perhaps a Westsider, etc.

- b. Motion to approve up to \$500 for New Horizons Walk at Woodley Park

Anita Goldbaum advised that this event will be on June 1<sup>st</sup> and they have asked us to help sponsor the Walk. However, it is the same weekend as the Family Fest; we will need volunteers to help out at this event. Anita Goldbaum advised that with the \$500 sponsorship, we can only do one; food sponsor, bounce house, first aid booth, etc. Anita will contact them to find out what is available. Motion to provide up to \$500 to sponsor the Walk at Woodley Park - Anita Goldbaum – Martha Kopy second – vote unanimous – passes

- c. Motion to provide up to \$500 for NPG Friends of the Mid Valley Regional Library

Anita Goldbaum advised that they wish to apply for a \$500 NPG. (Anita, I have no motion on this, did it get done....??? Help on this one!!)

- 7. Committee comments – none

- 8. Meeting adjourns 7:51pm