



Venice Neighborhood Council

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Minutes of the VNC Outreach Committee Meeting Date: February 25, 2008

Attending: Clarence Carter, Ivan Spiegel, Jack Prichett, Jed Pauker, Marc Saltzberg

Guests: Ed Ferrer, VNC Treasurer and Oscar Hermosillo

1. Old Business:

a. Tabling at Venice Farmer's Market and Newsletter

Marc reported that tabling At the Venice Farmer's Market began Feb 1st and has been very successful. Marc Also reported that the first edition of the VeniceNC newsletter, "*Your Venice*," was delivered to stakeholders over the days of February 18th & 19th. 22,000 copies were printed and 20,000 were delivered with 2,000 retained for publicity / additional outreach (many will be placed in coffee shops.

Cost of production:

Current production costs are shown in the 4 page column. The 6 Page and 8 Page column estimates were received after the meeting ended and are included for comparison and because we would like to expand the next edition of *Your Venice*.

| | 4 Page | 6 Page | 8 Page |
|---|--------|--------|--------|
| Printing 8.5 x 11 xerography from LA City Print Shop | 1787 | 2418 | 2707 |
| Delivery Walking Man | 1200 | 1200 | 1200 |
| Editing Linda Lee | 550 | 400 | 400 |
| Total | 3537 | 4018 | 4307 |

NOTE: CC is getting estimates from other printers to see if less expensive printing is available.

Our delivery goal for the next issue of *Your Venice* will be delivery over May 29th and 30th.

Delivery of the current issue was apparently "spotty" due to use of Walking Man - Marc will be working with them to improve the situation.

b. Final Preparation for Town Hall on Homelessness

Ivan has finalized plans for the Town Hall - everything seems to be moving forward. Volunteers to help set up are still needed.

c. Official Posting Places for VNC

At our last meeting we suggested 5 official posting places fro all VNC meetings:

- Vera Davis Miles Center
- Ground Works Coffee (on Rose)
- The Venice Public Library
- Noah's Bagels on Washington
- Baby Blues Ribs on Lincoln

It turns out that we have problems with two of these places - Noah's Bagels is on a part of Washington that is outside the VNC boundaries (on County land) and the bulletin board for Baby Blues Ribs is very difficult to find & read. Motion made and seconded to amend the suggested list as follows:

- Vera Davis Miles Center
- Ground Works Coffee (on Rose)
- The Venice Public Library
- Cafe Buna on Washington
- Penmar Park
- VNC Website

Motion passed unanimously.

d. Intro Letters for New Residents of Venice

Marc will draft the week of March 3rd and Jack will review

e. Venice Flavors

This is the outreach program Carolyn is running to solicit Restaurants and Markets to provide food for VNC events. We changed the name of the program to "Venice Flavors" when it was pointed out that "A Taste of Venice" was the name of a fund raising program being rolled out by the "Friends of the Library." The program has not yet signed up any restaurants to work with us. Carolyn will broaden the scope of her efforts starting next week.

2. New Business

a. May Town Hall (moved to June)

The topic has been determined by the Town Hall Task Force. The subject will be "Community Safety" and will address ways the community and Law Enforcement can work proactively to reduce crime in Venice. Initial planning will be done by a task force composed of Emily Elliott and Marc Castleman. Ivan will join the task force in a few weeks. The planning date for the Town Hall is June 5th.

b. Neighborhood Committee Needs

Ivan will want flyers out for an April 3rd meeting to present Community Improvement Project Funding Proposals. The Outreach committee will print the flyers and send announcements to local media - but the Neighborhood Committee is responsible for developing the content.

c. Election Meetings (New Board Members and By-Laws)

Postponed to future Outreach Committee Meeting

d. Outreach Budget

We discussed the Budgeting process for the VNC. The VNC Budget must be approved by the Board and submitted to DONE in June of this year. Ed will let us know how much money will be available for our Budget (for planning purposes) in the next month or two. Marc will provide a planning calendar for FY 2008-2009 to help guide our process. We decided that we will budget ONLY for Outreach Committee needs - other committees requiring Outreach Committee services (printing and copying, flyer distribution, advertising, tabling, etc.) should determine their own budgets for such services that can be added to the Outreach Budget as separate line items (this will give them autonomy to spend the money as they wish). We'll need to reconcile the budget that we come up with to the budget that other committees request for outreach with the total amount of money available next year for outreach.

Ed will provide us with a breakout for each of the last few town halls so we know how much to estimate for our town halls. The major expense for outreach will clearly be the newsletter - using the numbers for an expanded 8 page version of the newsletter above, we'll need approximately \$17,000 to produce 4 quarterly issues.

At next month's Outreach Committee Meeting we'll take up this discussion again and try to get into greater detail with a goal of approving a preliminary budget for our Committee.

e. March 27th Town Hall with CD 11 and Street Services

The VNC has been asked by CD-11 to cosponsor an information meeting for stakeholders that will feature a presentation by the Bureau of Street Services (BOSS) on March 27th. They will explain to stakeholders how to get streets and sidewalks repaved. Oscar Hermosillo has volunteered to be our contact with CD-11. He'll coordinate with Arturo Pina. The Committee suggested that the meeting time be changed from 6:00 to 6:30 and the flyer changed accordingly. Oscar will discuss with Arturo. CD-11 is responsible for flyer content and all press releases. We are responsible for venue, outreach to stakeholders and moderating the event.

f. Acquiring a VNC Mailing List

Postponed to next meeting