



Venice Neighborhood Council

PO Box 550, Venice, CA 90294 / www.VeniceNC.org
Email: info@VeniceNC.org



Minutes for Meeting of the VNC Outreach Committee

Meeting Date: April 27, 2010

Meeting Time: 7:00pm - 8:30pm

Meeting Location: Extra Space Storage Meeting Room, 658 South Venice Blvd, Venice, CA 90291

Contact: Outreach@VeniceNC.org

1. Attendees:

Brennan Lindner	Present	Marc Saltzberg	Present
Carolyn Rios	Present	Mike Newhouse	Absent
Ivan Spiegel	Present	Sean Kelly	Absent
Jake Kaufman	Absent	Stasia Patwell	Present
Jed Pauker	Present		
Guests:			
Marlene Savage	Present		
Darryl Barnet	Present		

2. OLD BUSINESS

a. Board Election Outreach Results - 1225 Voters and 43 Candidates - what worked and what didn't

i. What worked:

- In general, everything we did. We created a time-phased outreach plan, then executed it.
- Candidate Recruitment Strategies – Party / Fliers / E-Mails. The 43 Candidates running was a record.
- Candidate issue of *YOUR VENICE* – candidate pictures, candidate statements, low cost format.
- Candidate Forum Town Hall – over 120 people attended the event, run by the Election Committee.
- Get Out the Vote Strategies – there wasn't much to this part of the plan – the primary vehicle for GOTV were the candidates. Our advertising in Argonaut was noticed.

ii. What didn't:

- We could have found ways to spend more time with candidates. Two candidate forums were mentioned as one way to achieve this. Perhaps one for officers, one for Community Officers.
- Need better public signage – street banners were suggested
- Poor distribution of newsletter – this has been a problem since the inception of the Newsletter. Whole neighborhoods were missed east of Lincoln. We'll discuss alternatives at next meeting.



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- No Measurement of effectiveness of advertising and Outreach Efforts – we could have surveyed people in line on election day, asking how they heard about the election.

b. 2010-2011 Outreach Budget

- i. Improve Outreach Effectiveness without increasing costs by making event organizers more responsible for outreach. Examples cited were the EP Town Hall, Election Candidates.
- ii. Short Term Spending Priorities:
 - Wireless Microphone
 - Public Comment Timer
 - New Easel and Sign
 - New Document Holders for Tables

c. Division of Responsibilities for Outreach Tasks

Responsibilities will be distributed as new members join the Outreach Committee.

Tasks Identified:

- i. Building Mail List
- ii. Farmer's Market
- iii. Newsletter
- iv. Press Releases, Calendar Releases, PSA's
- v. Town Halls
- vi. Emails to Stakeholders
- vii. First Fridays
- viii. Event Tables
- ix. Advertising & Promotions / Event Flyers
- x. Facebook and Social Networking
- xi. Website - Currency of Content / New Development / Training
- xii. Neighborhood Groups and Non-Profit Outreach
- xiii. Business and Business Group Outreach
- xiv. Religious Organization Outreach
- xv. Surveys

3. NEW BUSINESS

- a. Discussion of "Meet Your Board Party" – Details to be finalized at next Outreach Meeting

4. 8:30 – ADJOURN