

MINUTES OF
THE OUTREACH & PUBLIC RELATIONS COMMITTEE
RESEDA NEIGHBORHOOD COUNCIL
TUESDAY, FEBRUARY 26, 2019 –
RESEDA NEIGHBORHOOD COUNCIL COMMUNITY SPACE

- I. CALL TO ORDER: 7:40pm
- II. In attendance: Garth C, Yassmin F, Jeffrey M, Sarah W (Quorum); absent (no notice): Cameron L.
- III. Visitors: Anna, Priscilla, Sharon
- IV. No Public Comment
- V. No Vendor Presentations
- VI. Approval of Minutes (1/22/19): Garth C, Jeffrey M (Second)- Moves unanimously (4-0)
- VII. Old Business
 - a. Order Outreach “Swag” items, including pens, stickers, give-away items branded with Heart/Love Reseda (no new items to be ordered with current RNC seal): Yassmin F, Garth C (Second)- Moves unanimously (4-0)
 - b. New resedacouncil.org website is online, need to purchase GSuite (as previously approved by Board); emails to have consistent format of [firstnamelastinitial]@resedacouncil.org : Yassmin F, Jeffrey M (second) -moves unanimously
 - c. Holiday Lights 2019 – no new information
 - d. Print flyers, brochures, posters, committee/board information packets, other Outreach items as previously approved with funds up to \$1000: Yassmin F, Garth C (Second) – Moves 3-1 (Jeffrey M*) *This item is an Outreach & Public Relations Committee Recommendation. The majority of the Committee believes this item is [A] Urgently needs Board ratification due to its time sensitive nature (currently no hardcopy information regarding the RNC or its Committees is available to handout unless personal/individual funds are used, as is the current state; no “swag” items outside of 6 coozies, 9 sanitary sprays, and limited child/XL shirts of assorted greens available) [B] Finance/Grant Proposal Committee will not call a meeting prior to either General Board Meetings, which would delay critical materials during a “Peak” time for community outreach [C] Precedence firmly set at recent Board meetings (Board allowed, discussed, and moved on items, considered time sensitive, requiring funds with no Finance Committee recommendation**

THE OUTREACH & PUBLIC RELATIONS COMMITTEE DOES NOT TAKE THIS ACTION LIGHTLY. DUE TO THE PRIOR CONSIDERATIONS BASED ON URGENCY & THE GREAT NEED, THE MAJORITY STRONGLY FEEL THIS ITEM REQUIRES IMMEDIATE ATTENTION.

**Treasurer/Finance Chair stated viewpoint that items could be deemed appropriate to appear on the Board agenda but would not have a recommendation to approve/deny item; The Bylaw citations used to urge items go through Finance first have had mixed interpretations, inconsistent application, no definitive conclusions; the Parliamentarian asked the Board (with Public Comment) before consideration that moving forward with consideration, discussion, and action on such items would establish a hard precedence to allow such consideration, discussion, and action in the future, and the interpretation/enforcement of related Bylaws will be concretely established (until/if the wording of these references are changed) – Board approved by moving and approving item(s)

- e. Addition of new members tabled
- VIII. New Business
 - a. Newsletter
 - i. Color prints of Newsletter to be considered and quoted: Jeffrey M, Yass F (second) – Moves unanimously
 - ii. Create and solicit Newsletter Staff, with positions including Photographers, Editors, Writers, Assembly, Delivery: Jeffrey M, Garth C (Second) – Moves unanimously
 - iii. Create and follow hard deadlines for submission, draft, final edit, final approval to follow City recommended best practices and maximize participation: Jeffrey M, Garth C (Second) – Moves unanimously
 - b. Elections 2019 – Please register! (No motions)
 - i. Committee to commence Reseda re-brand, including retro/vintage/nostalgia branding based on the Reseda “HUB OF THE WEST VALLEY” sign, change color palate (reds, oranges, yellows): Yassmin F, Jeffrey M (Second) – Moves unanimously
- IX. Upcoming Agenda Items include: enews, currently requested by Stakeholder Malia via FB: more community involvement projects, like cleaning up Reseda & Sherman Way streets, a Reseda Farmer’s Market, and “family oriented” ; please submit items you suggest for the agenda by 3/21/2019, 5:00pm to Committee Chair (sarahinreseda@gmail.com)
- X. Next meeting currently scheduled for 3/26/2019
- XI. Adjourned at 9:20pm