



Foothill Trails District

NEIGHBORHOOD COUNCIL

Fallon Milligan – Chair, Lake View Terrace
Judi Trujillo – Vice Chair, La Tuna Canyon
Cindy Bloom – Shadow Hills
Julie Tarnawski – Shadow Hills
Owynn Lancaster – Shadow Hills

COMMUNICATIONS & OUTREACH COMMITTEE – Meeting Minutes

March 22, 2021 7:00pm to 8:30pm

Administrative Tasks

1. Call to order – ***The meeting was called to order at 7:09 pm. Committee members Judi, Julie, Owynn and Fallon were in attendance, constituting a quorum. Board members Lisa Johnson & Josie Zarate were also in attendance. Kevin Davis joined the meeting after it started.***
2. Opening Statement by Chair - ***Fallon welcomed everyone to the meeting.***
3. Presentation/Discussion/Possible Action to fill any vacant committee seats, add additional seats, Board Elections & upcoming Committee changes: ***Fallon mentioned again that she will be stepping down as Chair of Outreach when the new board is seated. She asked if anyone was interested in the position. Owynn expressed interest, wanted to know if you had to be on the General Board to hold the position of Chair of Outreach. Fallon said she believed so. Was discussed if this was a FTDNC bylaw or DONE, Fallon to check with Kevin for final confirmation. Discussed some duties of Chair.***

Reports, Comments & Presentations

4. Reports by Public Representatives - ***None***
5. Public Comment (*limited to 3 minutes each*) - ***None***
6. Presentations by Community Groups/Organizations - ***None***

Current Projects with Possible Action / Updates

7. Elections – ***No one from the Elections Committee joined the meeting.***
8. Masks: Discuss how the distribution plan is working, how long to run this promotion – ***Discussed that 250 masks were distributed and that this project is “done”. The additional 200 plus masks and promo cards are at the FTDNC office for future promotions.***

New Agenda Items With Possible Action

9. Discuss options & budget for General Promo materials, ie., large outdoor vinyl logo stickers, banners, aluminum signs, H signs, etc., for placement at NPG recipients such as Special Spirit. ***Discussed that we would definitely like to do this, the preference is for banners and aluminum signs. Need to see if there is a budget for this – to discuss at April Budget meeting.***

a) Promo items such as keychains, magnets, pens etc – **Discussed to revisit this in May once we know the status of the year end budget, final fiscal year end NPG requests and if there are additional funds for this.**

10. Walk on items from the floor – **Josie opened discussion for providing a Dog Waste Station for Kagel Canyon Park in Lake View Terrace. There is currently not one. Much discussion about how this might work, what would be involved, signage, who to contact, ongoing maintenance issues, working with the city, etc. In general, the Committee favors the idea. Would need research and work to flush out all issues, which agencies to work with etc. Josie to do more research and get back to the committee. Also briefly discussed the ongoing issue of a much needed gate for the LVT Rec Center.**

Past Agenda Items with Possible Action

11. Website: Discuss continued updates and pages to be finished; Resources and NPG pages, Budget Page – **Fallon to discuss Budget page and NPG page/ info with Cindy.**
12. Email Marketing Service – **Discussed that before we can start with an Email Marketing Service, we need an Email Database. Discussed how this could be done; at the office, in 2 to 3 person shifts for a few hours, utilizing our existing and new computer, storage on new hard drives / flash drives by creating a master Excel sheet and inputting collected emails from past pre Covid events. Discussed getting the EQ committee involved to input those emails collected at their past events. Need to get existing list from Kevin. This is a daunting but doable task! Lisa volunteered to do some data inputting. Fallon could set up the Excel chart. Consensus is we would like to give this a try rather than starting “over” with a new email database collected at possible future events.**

Housekeeping

13. Approval of February 22nd Meeting Minutes – **Owynn motioned to approve, Judi gave a second, motion passed unanimously.**
14. Set date of next Outreach Committee Meeting for **April 26th**
15. Adjournment - **Meeting adjourned at 8:36.**

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