

CITY OF LOS ANGELES

PANORAMA CITY NEIGHBORHOOD COUNCIL

Directors

Gregory Wilkinson, Chair
Viviano Montes, Vice Chair
John DiGregorio, Treasurer
Cheryl Compton, Secretary
Maricar Summer Bernardo • Martha Cortez
Pamela Gibberman • Angela Gleich
Danilo Guerra • Michael Hasz
Michelle Klein-Hass, VP
Saul Mejia • Gurgun Mkrtchyan
Marisa Persaud • Ryan Reich
Sonia Sawit • Tony Wilkinson
Vacant seats:
Renter Center-West (2020)
Business (2018) x2 • Business (2020) x1
Youth Representative: Douglas Bernal

CALIFORNIA



ERIC GARCETTI
MAYOR

PANORAMA CITY NEIGHBORHOOD COUNCIL

POSTAL MAIL

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info@pcnc.us

ALTERNATES

Alt1 Nathan Bouldin Alt2 Salvador Ortega
Alt3 Dante Harris Alt4 (vacant)
Alt5 (vacant)

PANORAMA CITY NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING AGENDA

Monday, September 14th, 2017, 7:00 PM

Plaza del Valle Community Room

8600 Van Nuys Blvd, Building G, Unit #62, Panorama City, CA 91401

The quorum for Panorama City Neighborhood Council committees is three. Public comments on agenda items will be heard when the item is considered. Public comments on other matters within the committee's jurisdiction may be made during the Public Comment period. Public comments are limited to two minutes per speaker. Action may be taken on any agenda item except Public Comment, announcements and reports. You may request a copy of printed materials that are distributed at the meeting. You may record the meeting by audio, video or photographic means as long as it is not disruptive. Meeting notices and agendas are posted at Plaza del Valle, Community Room (see below). If you need translation, or accommodation for a disability, please call the city Department of Neighborhood Empowerment at least three business days in advance (213-978-1551, or toll-free 3-1-1). The city is a covered entity under Title II of the Americans with Disabilities Act. If you believe the council is not following the law or its own rules you may file a grievance in writing with copies to both the Chair and the Secretary. Please be respectful of others, even when you differ with them.

- 6:30 1. Call to Order Outreach Agenda** and remarks. Welcome to the action-packed Outreach meeting! Please respect Robert's rules of order while you're in the meeting (raise your hand and get called on to speak, basically.) Public able to participate as much as any committee member, but not vote. (Marisa Persaud, Outreach Chair) [2m]
- 6:32 2. Roll Call** of committee members or alternates (the quorum is three). [1m]
- 6:33 3. Public Comment** and announcements (*Please limit to two minutes per speaker.*) Public comment on agenda items will be heard at the time the item is considered. [4m]
- 6:37 4. Discussion about updated boilerplate flyer #1.** Do we approve this flyer(attached, color example will be provided)? Would we like to print them out in color or in black & white(see attached price sheet)? Do we have a preference about where to print them out and how many to print out? Who would be willing to distribute them once printed? [15m]
- 6:52 5. Discussion about providing nametags for all board members.** [10m]
- 7:02 6. Discussion on getting new business cards for board members.** Would we like this to be an issue that we present to the board(again)? [5m]
- 7:07 6. Discussion on whether we should ask the board for a new tablecloth.** We have been asked several times to do multiple events on the same day, and the old one is not always dry-cleaned in time for events. Do we want a more "fun" tablecloth to encourage people to come up to us(attached example)? [20m]
- 7:27 7. Discussion on getting shirts for the board.** Tallying up the votes from the last meeting shows that there was a tie among committee members eligible to vote. [20m]

- 8:47 8. Discussion on swag/table attractors for events.** We must have give-aways to attract the public to our table. Examples include small fans(paper or otherwise, events are hot, generally!), pop-up frisbees, pencils, balloons, community guides, small notebooks, play-dough, water bottles, minerals, thermoses, umbrellas, and more. Which do we want to present to the board? Do we want to buy raffle tickets(put down your contact info, get registered for a prize!) or a spinning wheel? [30m]
- 8:17 9. Discussion on creating a presskit to have a standardized means of reaching stakeholders.** See attached. [20m]
- 8:27 10. Should we link a discussion group to the Facebook page?** The public and all board members can post whatever they want on there as it's a group; suggested that all chairs moderate.[10m]
- 8:37 11. Update on website.** Danilo has done the skeleton for the page. It looks very nice![5m]
- 8:42 12. Approval of Jan's pamphlet:** Handy numbers to call! Will be handed out at meeting[5m].
- 8:47 13. Discussion of item to include in playkit.** We voted to include an outreach item in the LA Plays playkits. Suggestion of laminated boilerplate flyer double-sided in English and Spanish[10m].
- 8:57 14. Promoting the Panorama Park Halloween festival.** We have been invited to participate in an official capacity and should do community-appropriate outreach. Suggestions include giving flyers to schools-if flyers not provided suggestion to use event budget to print and for stock photos-and giving away candy, play-doh, or mini-pumpkins. Pending up to \$1000(but probably will be approved for less) budget at board meeting Suggestions also taken for event planning. [20m].
- 9:17 15. Outreach for the Pillowcase Project.** The pillowcase project is an after-school disaster emergency preparedness program sponsored by Disney taking place at Panorama Park and other venues. A motion passed in Public Safety to include literature promoting us in the pillowcases. This could be flyer(s) or a created coloring book page.[10m]
- 9:27 16. Promoting neighborhood watch survey and awareness.** Public Safety Chair Martha Cortez has created a survey about Neighborhood Watches and an information flyer, among other things[10m].
- 9:37 17. Promoting the myLA311 App.** Trash remains on the street for weeks due to lack of awareness. Also suggested that board members become "quadrant leaders" in Panorama City to report junk[20m].
- 9:57 18. Should we buy/look into a table, canopy, and chairs to have at events? [5m]**
- 10:02 19. Should we have another meeting this month? Still many items to discuss.[5m]**
- 10:07 20. Public Comment and Announcements.** (Please limit to two minutes per speaker.) [5m]
- 10:12 21. Adjournment.**

Council Process: The council gained its official city role upon certification by the Board of Neighborhood Commissioners on March 15, 2007. Everyone who lives, works or owns real property within the boundaries of the Panorama City Neighborhood Council, or who declares a Community Interest in the area and the basis for it, is a "stakeholder". All stakeholders are members of the Council. Stakeholders elect a Board of Directors to represent them. This Board is recognized as the decision-making entity by the City of Los Angeles. The current Board was elected on April 2, 2016. While the Board is the official decision-making entity, meetings are conducted as much as possible in a town hall spirit. Committees are open to anyone with an interest in Panorama City. Panorama City's neighborhood council is much more than its Board, and it depends on public participation for its success.

Posting Sites: California's open meetings law, the Ralph M. Brown Act, requires that meeting notices be physically posted at a regular location 72 hours in advance for regular meetings and 24 hours in advance for special meetings. The location must be accessible to the public seven days a week, 24 hours a day. That location is the outside steel doors of the Plaza Del Valle Community Room, Building G, 8700 Van Nuys Boulevard, Panorama City, CA 91402. This council is also required to follow the City of Los Angeles posting policy for Neighborhood Councils. That policy additionally requires that councils post agendas through the city's Early Notification System (ENS), post the agendas on the council's website (if one exists), and make an effort to send agendas by electronic mail (if such a list exists). This council posts agendas on its website, panoramacitync.org. This council uses the city's ENS mailing list as its agenda email list. You may sign up for the ENS agenda system at: <http://lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>.

In addition to the Plaza Del Valle posting location, this council MAY post agendas at other locations within Panorama City. These may include: (1) Panorama City Branch Library, 14345 Roscoe Boulevard; (2) Panorama Recreation Center, 8600 Hazeltine Avenue; (3) Sepulveda Recreation Center, 8801 Kester Avenue; and (4) Casa Esperanza, 14705 Blythe Street. In addition to the ENS agenda list, this council MAY include agendas in its occasional informational emails. You can subscribe to the council's informational email list by sending your request to 'info@panoramacitync.org'. You can also sign up on the council's website. In order to respect our stakeholders' inboxes, messages to the informational email list will be sent at most once or twice a month. *The only way to assure that you will receive emailed agendas is through the ENS list.*

Americans with Disabilities Act (ADA): As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not

discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days prior to the meeting you wish to attend by contacting the city Department of Neighborhood Empowerment at least three business days in advance (213-978-1551, or toll-free 3-1-1).

Agenda-related written materials: The council may occasionally prepare supplementary information to the agenda ("agenda packets"). When this is done, the agenda packets are normally made available both to Board or committee members and to the general public at the start of the posted meeting. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board or committee *in advance of a meeting* may be viewed by appointment at the Panorama City Neighborhood Council office, 14500 Roscoe Boulevard, Suite 400, Panorama City, CA 91401, (818-714-2133) during normal business hours, or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact PCNC - Secretary, 14500 Roscoe Boulevard, Suite 400, Panorama City, CA 91402.

For more information about the Panorama City Neighborhood Council visit our website at www.panoramacitync.org



Panorama City Neighborhood Council

Providing an inclusive open forum for public discussion and serving as an advisory body on issues of concern to the Panorama City area and in the governance of the City of Los Angeles.

Impact Panorama City

Commerce
Land Use
City Life
Mobility
Public Safety
Education

Mission Community
Hospital Office Building
Suite 201

14860 Roscoe Blvd,

**Meetings 4th Thursday,
Every Month***

*November and December meetings on 3rd
Thursday

**Listening to and representing the people of
Panorama City. Real Results!**

facebook.com/PanoramaCityNeighborhoodCouncil
panoramacitync.org (818) 714-2133

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UPDATED FLYER #1



*Panorama City
Neighborhood Council*

Hello, Neighbors!



Panorama City
Neighborhood Council

Volunteers. Neighbors. Friends.

Using the cheapest options(regular paper, shape, size, etc)

Shop Name	Shirt Price	Pin price	Color Flyers	B&W Flyers	Phone Helpfulness
Highway Signs 14650 Parthenia St, Panorama City, CA 91402	Need design, size and color before any pricing can occur.	N/A	8 ½ x 11 \$200 for 1000 <i>(20 cents/flyer)</i> \$300 for 5000 <i>(6 cents/flyer)</i> 4 x 6 \$100 for 1000 <i>(10 cents/flyer)</i> \$160 for 5000 <i>(3.2 cents/flyer)</i>	Same price as color	Helpful
MinuteMan Press 14675 Titus St #3, Panorama City, CA 91402	N/A	N/A	8 ½ x 11 \$248.54 for 1000 <i>(\$25 cents/flyer)</i> \$396 for 5000 <i>(8 cents/flyer)</i>	8 ½ x 11 \$109 for 1000 <i>(\$11 cents/flyer)</i> \$293.35 for 5000 <i>(5.2 cents/flyer)</i>	Excellent
Panorama Shipping & Mail 13550 Roscoe Blvd #5, Panorama City, CA 91402	N/A	N/A	8 ½ x 11 \$150 for 1000 <i>(15 cents/flyer)</i> 4 x 6 \$65 for 1000 <i>(6.5 cents/flyer)</i>	Unable to get quote	Horrible, and they have just started printing flyers
Uprinting 8000 Haskell Ave, Van Nuys, CA 91406 (Right over the border)	N/A	N/A	8 ½ x 11 \$114.54 for 1000 <i>(11 cents/flyer)</i> \$300 for 5000 <i>(6 cents/flyer)</i>		Efficient and helpful. Part automated.
iStich & Print 13333 Saticoy St, North Hollywood, CA 91605 (Just over the border)	These prices are for the most commonly asked items, printed on a light color cotton T-Shirts using spot colors. Generally printing on dark fabrics requires that a white under-base be				Online

	<p>printed prior to other colors. In most circumstances, if your design has a white color in the design, then the base does not add any extra cost to the print job other than a \$0.25 flash charge</p> <p>For 12-35(each): 1 color: \$2.25 2 color: \$3.00 3 color: \$3.75</p>				
Staples			Copies for .23 cents a page (\$230 for 1000) Flyers \$214 for \$1000	Copies \$60 for 1000 (6 cents/flyer)	Priced Online
FedEx/Kinkos			\$590 for \$1000	\$90 for \$1000	Priced online

PRICE SHEET

OUTREACH TIP: HOW TO MAKE A PRESS KIT

Learn how to make a press kit that introduces your Council to the media and the public. Here are tips on what to include and how to lay it out.

Great press kits are concise but complete, with content and formatting that tells your story in just a few pages.

ABOUT YOUR NEIGHBORHOOD COUNCIL

You can start with your boilerplate for this one, then add more information about your goals, accomplishments, partnerships, mission, or NC history. (A boilerplate is a short About Us statement. [Here's an earlier article](#) on how to write one.)

ABOUT YOUR NEIGHBORHOOD

Give your neighborhood's name and location within the City of Los Angeles. Add elements like local history, landmarks, cultural mix, or statistics. Here's a couple questions to get you started on writing this section:

- What makes your neighborhood typical of LA as a whole?
- What makes your neighborhood unique among LA communities?
- What features of your neighborhood has your NC had a particular impact on? Did you improve a park, for example?

ABOUT YOUR BOARD & COMMITTEE MEMBERS

- **About your boardmembers:** list names, board and committee roles, and public email addresses for each boardmember
- **About your committees:** committee name and purpose, members list, contact info, regular meeting **day/time/location**

HI RES PHOTOS

Provide at least one image high resolution enough to print well. If you have them, providing two or three images is ideal, especially if you can provide a mix of image types. For example, you can include one shot that characterizes the neighborhood you represent, plus one people shot, such as an image of your board in action. (Not sure whether your images are hi res? Here's a [quick guide](#).)

TIP: Both posed and spontaneous photos can be helpful, and you may consider using different kinds of images in kits targeted at different media outlets. Your story is always likely to get picked up and covered better when you fine-tune what you put in your press kit to suit the different audiences for different outlets.

Make sure to include photographer credit plus a short caption or description for each image in your press kit.

CONTACT & MEETING INFO

Any information that allows people to follow up with you and engage with your Council goes on this page, including your:

- Council name
- Website
- Email address

- Phone number
- Mailing address
- Meeting day/time/location for your board and committees
- Events calendar link, if any
- Links to well-maintained social media accounts
- Newsletter signup info

HOW TO LAY OUT YOUR PRESS KIT

You'll get more attention with a short press kit that focuses on quality, rather than quantity. To keep it short, here's a three-page layout plan to follow:

- Page 1: contains About the NC, About Our Neighborhood, and Contact sections
- Page 2: contains About the Board and About our Committees sections
- Page 3: contains 2-3 hi res images. Make sure to include a short photo description and photographer credit for each one.

SAVING YOUR PRESS KIT

Save your press kit as a PDF, so that it will print correctly and also be easy to share via email or on your website as an electronic press kit (EPK.)

Outreach Tip Of The Week is an ongoing series on using communications, branding, marketing, and public relations to build better relationships with your stakeholders.

Outreach Tip Of The Week #2: Write A Short But Compelling "About Us" Statement For Your Council

If your Neighborhood Council doesn't yet have an About Us statement, or if yours needs an update, here's how to write something brief that makes a big impact.

A **boilerplate** is a short, two to four sentence blurb that explains who you are, and what your credentials are. Boilerplates are probably the most useful sort of About Us statement for a Neighborhood Council to have, as they can be used with a press release; on your website; in grant applications; or on outreach material like flyers, mailers and event programs.

Boilerplate Best Practices

- **Be brief, but don't skimp on vital details.** This blurb may be the first time someone has ever heard of your council. Because of this, make sure to include your website, and always give the full name of your council the first time you use it. Don't use your acronym (such as ABCNC) until afterwards.

- **Adapt your About Us statements for different purposes and audiences.** For example, if this statement is for an audience of stakeholders, include the day, time and location of your board meetings. However, if it is going to be seen by an audience that is outside of Los Angeles, a better use of your limited space might be to replace the meeting details with a sentence explaining what a Neighborhood Council is.
- **Cherry pick your credits, and be specific.** Even though they are very short, an About Us boilerplate can still be very memorable if it tells your Neighborhood Council's story. Don't be generic, and say your council has "led a wide variety of community projects," but don't turn your boilerplate into a laundry list, either. Instead, pick two or three of your council's best achievements to highlight, then add a few words on how those achievements impacted your community for the better. You can always switch out the credits you mention to suit different audiences, or update your choice of items as your council meets new goals.

Info To Gather For A Boilerplate

Here are some questions to help gather useful details for your council's About Us boilerplate:

- About how many stakeholders does your council serve?
- What part of Los Angeles are you located in?
- What gives your neighborhood its unique character? For example, is there a well-known landmark there? A great story in your community history? What sort of industries or people are located there? What sort of activities are popular there – for example, are you a beach or an equestrian community? This is LA – was a popular movie or TV show filmed there?
- When and where does your Neighborhood Council meet? (E.g., "ABCNC meets the 4th Wednesday of every month at 7 pm, at the Mr. Rogers Neighborhood Library, 1234 Sesame Street, LA 90000.")

Share Your Results

We love hearing your neighborhood's story! If you create an About Us using this guide, please share it with us at Communications@EmpowerLA.org.

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