



Venice Neighborhood Council

PO Box 550, Venice, CA 90294 / www.VeniceNC.org
Email: info@VeniceNC.org Phone: 310-421-8627



Minutes for Meeting of the VNC Outreach Committee

Meeting Date: June 28, 2011

Meeting Time: 7:00pm - 8:45pm

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

1. Call to Order – Roll Call

Brennan Lindner	Absent	Linda Lucks	Absent
Carolyn Rios	Present	Marc Saltzberg	Present
Ivan Spiegel	Present	Marlene Savage	Present
Jed Pauker	Present	Nancy Feinberg	Absent
Kelley Willis	Present		
Clark McCutcheon	Absent	Scot Kramarich (guest)	Present

2. Minutes from last meeting and current Agenda approved unanimously

3. OLD BUSINESS

- a. Volunteer Coordinator - Position still open. Marc will contact people suggested by Carolyn.
- b. Communications Officer –
 - i. Sporadic problems with bouncing VNC e-mails sent to VNC group email addresses. Not easily diagnosed, but using VeniceNC.org address for sender likely to help. Jed will send email to Board, reminding them to do so.
 - ii. New website – Scot reports that design and build contracted to "ST8 Creative" – owners live in Venice. Scott presents walk-through of 'wire-frame' mock-up of the site.
 - 1. Questions / Comments – Aspect ratio 16x9 (widescreen) versus 4x3, min resolution 640x480
 - 2. Newsfeed (RSS): should we be using commercial sources for RSS news feeds? Conclusion – no, have to stick with City Resources, such as Nixle for now. Marc to investigate
 - 3. We can include link to Murez’s LUPC-related app
 - 4. Problems with Forums
 - a. Hacking / Advertising. Forum would need moderator
 - b. Possibility of Brown Act violations – Board / committee members can't participate
 - c. Discussion will continue at next meeting
 - 5. Marc asks Committee to look at current site, and send recommendations to Scot, who wants a list of items indicating "what we want in a site"
 - 6. We can use a subscribe-able calendar - like Google's. The developer will migrate current content, but it is not clear to what extent – we might have to rely on a link to old site for some content. Security is part of the design. 'Search' capability is part of the design.
- c. Upcoming Outreach Events
 - i. Venice BBQ – need more flyers. Carolyn wants us to push the Potluck aspect of the BBQ
 - 1. VNC Booth – Marc will create and print a survey to be used to collect e-mails and serve as raffle entries. The emphasis will be on committee recruiting.
 - 2. Carolyn says we need more prizes.
 - 3. We will conduct "lessons learned" session and discuss BBQ location at Sept. Outreach meeting.



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4. New Business

- a. VNC Budget for 2011 – 2012
 - i. Only two issues of newsletter in next fiscal year. Otherwise, our committee budget is the same.
- b. Ivan – how do we get Board members to attend events we host?
 - i. Add calendar link to emails, e-blast, facebook notices. Marc recommends phone calls, multiple contact modes. Linda can report on attendance of board members at events, congratulating those who attended for 'showing the VNC colors.'
- c. Schedules
 - i. Town Halls – four to schedule – the BBQ, our Summer "Town Hall" is the first of the year. Our Fall Town Hall, in October or early November would follow (need topic, Marc will discuss with Town Hall Task Force), followed by Winter (January 15?) and Spring (April 15?). The two newsletters in our budget should be targeted to enhance attendance at selected Town Halls, with street dates about 2 weeks prior to events.
 - ii. Elections – No NC elections to be scheduled by City in 2011-2012. So it is unlikely that we will have to advertise such an event unless Board decides to conduct elections on its own.

5. 9:15pm - Adjourn

It's YOUR Venice - get involved!