

NWWNC Meeting Minutes
Election Committee, Outreach Committee, Full Board Combined Meeting
Thursday, October 28, 2020, 5 pm
Conducted on Zoom

1. Call-to-order and roll call

- a. Call to order by President Michael Skiles at 5:05 pm
- b. Roll call: Michael Skiles, and
 - i. From election committee: Taylor Daymude, Joseph Russell, Andrew Lewis, Alisha Ranadive, and Furkan Yalcin present
 - ii. From outreach committee: Furkan Yalcin, Alisha Ranadive, and Wren Reynolds present
- c. M. Skiles yields chair to A. Ranadive

2. Discussion and possible action on social media ads for election outreach

- a. Ad funding
 - i. AR: we have \$800 allocated to Instagram and \$800 allocated to Facebook for the year. Suggest spending \$200 on each site for initial outreach campaign
 - ii. FY:
- b. Ad content
 - i. AR: suggest series of 9 posts highlighting council activities and structure. Pay to have 1-2 of these promoted
 - ii. JR: stated we are unable to use council funds to promote a specific position or viewpoint taken by the council, but can promote general issues or topics the council has discussed
 - iii. AL: consider including content on council history
 - iv. JR and FY: many undergrads involved in Westwood Forward have since graduated. Including history of council formation may be important to recruit new undergrad followers
 - v. WR: important to highlight diverse structure of council and collaborative work
 - vi. TD: suggest using several posts to highlight issues and committee members. Can design each post to have 4 panels: thematic title, committees involved, sample issues, community partners)
 - vii. WR: concurs with idea to feature committees
- c. Final Decision on content of 10 posts to describe council function:
 - 1. What is a neighborhood council?
 - 2. NCs advise city council
 - 3. NCs advise city departments
 - 4. NCs issue grants to local non-profits and organizations

 - 5. History of councils (2 panels - history of NCs in LA, history of NWWNC)

6. Who is on a neighborhood council? (highlight residents, workers, students, businesses)
7. What do council members do? (work with a diverse panel of peers to tackle issues facing our community, encourage public discourse on a team of people, have important discussion with other people who care about Westwood, advocate to our local leaders on behalf of Westwood)
8. Social justice (health/homelessness committee, homeless, United way or WVIA)
9. Supporting local economy (land use/transportation/budget+finance, WSP, BID)
10. Community engagement (outreach/CAP/election/land use, CIS , city govt)

- d. FY assigned to create mock-ups for paid ads
- e. AR: motion to propose full board vote on paid ads on topic 1 (what is a neighborhood council) & topic 6 (who is on a neighborhood council), for \$200 on Instagram and \$200 on facebook
 - i. Motion seconded by AL
 - ii. Motion approved by election committee: 5 approvals, 0 denials, 0 abstentions

3. Discussion of election worksheet and ballot drop box location

- a. AR: made an error during last meeting – need to specify a facility or location where drop box can be placed, not merely an intersection. Propose Starbucks on Weyburn as first choice, and Ralphs or UPS on LeConte as 2nd choice
- b. AL: Westwood and LeConte has higher foot traffic and is on bus line compared to Ralph’s location. Should consider a business at busier intersection, ex UPS store
- c. Final group consensus:
 - i. Primary location: Starbucks on Weyburn
 - ii. Alternate location: UPS store at LeConte and Westwood

4. General public comment : none

5. Adjournment: adjourned at 6 pm