



Lake Balboa Neighborhood Council

P.O. Box 7720
Lake Balboa, CA 91409
818-779-9026
Website: www.lakebalboanc.org
Email: info@lakebalboanc.org

**VIRTUAL Outreach Committee
Meeting Minutes
Thursday, August 27, 2020
7:30pm
(APPROVED)**

Zoom Meeting ID: 997 7092 2444
Call in - 888 475 4499

IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17,2020) AND DUE TO CONCERNS OVER COVID-19, THE BOARD OF LAKE BALBOA NEIGHBORHOOD COUNCIL AND VARIOUS COMMITTEE MEETINGS WILL BE CONDUCTED ENTIRELY TELEPHONICALLY AND VIA WEB.

- 1. WELCOME – 7:38pm** In Attendance were Jeremy Pisanic, Danica Middleton, Gary Kay, and Linda Schwering.
- 2. PUBLIC COMMENT:** Pisanic stated that he is just getting set up with social media outlets and will be posting on social media via Facebook, Twitter and Instagram. He will have more connectivity.
Schwering asked if there are any upcoming outreach events. Pisanic stated none currently. Schwering suggested a drive through shredding event since shredding events have been well attended in the past. We just need a location and to contact the vendor.
- 3. CONNECTING WITH MICRO NEIGHBORHOOD GROUPS (Facebook, Yahoo, Nextdoor, etc.)** – Pisanic stated he has a friend that lives north of Sherman Way in which they have their own yahoo group. Many of their members were not aware of LBNC. Pisanic sent a welcome letter to the group. Pisanic asked how we could find other groups. Middleton mentioned Facebook Lake Balboa Moms and Facebook Friends of Stagg Street Elementary. Kay mentions Facebook Lake Balboa Community Group. Kay suggested contacting Neighborhood Watch Captains and to contact SLO Fuentes and Smith. Kay also suggested talking to Stein and Brown to get connected with Neighborhood Watch Groups. Schwering stated that Linda Gravani (President) is the only one that can post on Nextdoor.com on behalf of LBNC. Pisanic talked about having access to post on Nextdoor.com. He will ask Linda Gravani. Middleton also suggested contacting churches, schools in Lake Balboa and MyValleyPass.
- 4. DISCUSSION OF PROPOSED BUSINESS OUTREACH MATERIALS. Post cards, bus benches, letter –**

Bus Benches - Pisanic talked about ideas for bus bench and presented the following five tag lines: 1) Be a Voice in Your Neighborhood, 2) What's happening in Lake Balboa? 3) Know us, Like us, Join us 4) What if You Did Have a Voice? 5) Make a difference in Lake Balboa

Kay suggested adding "You too Can" to 'Make a difference in Lake Balboa.' All committee members agreed.

Schwering asked if this is for business or awareness. Pisanic stated strictly for awareness. Schwering said she was involved with three bus benches in the past and still has the artwork that she can email to Pisanic. Pisanic asked about cost. Schwering talked about the process to obtain bus bench space. Pisanic talked about including QR code on bus bench. Pisanic can

have Aaron (webmaster) create a landing page for QR code so LBNC can tract the marketing. Kay expressed concern if QR code is good since most will be driving by in cars. Pisanic said we can make it big enough and that he has done this with a church in the past and it was very successful. Pisanic also talked about the possibility of yard signs. Middleton mentioned light pole signs. Schwering suggested talking to other board members that investigated light pole signs in the past. Quite costly.

Committee members voted and agreed upon the following top two tag lines:

*You too can make a difference in Lake Balboa

*You can be a voice in Lake Balboa

Pisanic stated that bus bench signs would include tag line, LBNC logo, City logo, LBNC website and QR code. Pisanic will do sample artwork to present at next general board meeting.

MOTION – “I MOVE LAKE BALBOA OUTREACH COMMITTEE BRING BEFORE THE BOARD THE TOP TWO OPTIONS FOR BUS BENCHES.”

Moved – Pisanic, Second – Middleton

4 YES, 0 NO, 0 ABSTAIN

MOTION PASSED.

Business Letter – Pisanic obtained an extensive list of businesses from Jonah Glickman in which he narrowed down to 7,000 Lake Balboa businesses. He has list of businesses with addresses but no emails. Schwering thinks letter is more effective than a postcard. Other committee members agreed. Committee members made edits to the letter. Pisanic will make the edits and forward approved letter to board members. Kay mentioned that the voicemail box for the phone number on the letter is full and not accepting messages. Pisanic asked who checks the messages on that phone number. Schwering stated that it was Allen Nelson, not sure if Kristen Fujitaki was checking number or not. Pisanic will find out.

MOTION – “I move Lake Balboa Neighborhood Outreach Committee present to Lake Balboa Board Members the Lake Balboa Business Owner Letter with the approved edits from Outreach Committee.”

Moved – Middleton, Second – Pisanic

4 YES, 0 NO, 0 ABSTAIN

MOTION PASSED.

5. REMINDER OF HOW THE PUBLIC CAN ACCESS LAKE BALBOA NEIGHBORHOOD COUNCIL (LBNC) MEETINGS EACH MONTH WITH A BREAK FOR JANUARY AND JULY. LBNC BOARD MEETINGS ARE TYPICALLY HELD ON THE FIRST WEDNESDAY OF EACH MONTH. TO GET NOTIFICATIONS OF COMMITTEE MEETINGS, BOARD MEETINGS AND OTHER LBNC RELATED MEETINGS OR EVENTS PLEASE SIGN UP ON THE WEBSITE AT WWW.LAKEBALBOANC.ORG. ADDITIONALLY, IN COMPLIANCE WITH THE STATE’S BROWN ACT, THE AGENDA IS POSTED PUBLICLY. YOU CAN FIND THE PHYSICAL POST OF THE AGENDA AT RALPH’S ON SATICOY.

6. ADJOURNMENT 8:43pm.

Minutes taken by Middleton.