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Van Nuys Neighborhood Council



Van Nuys Neighborhood Council Outreach Committee Meeting Minutes

Tue. February 22, 2022 6:00PM
Zoom meeting online or by telephone
Please click the link below
to join the Meeting:

<https://us02web.zoom.us/j/87609757252>

Dial **(669) 900-6833** to join the meeting

Enter Meeting ID **876 0975 7252**

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877 853 5257 US Toll-free

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Van Nuys
Neighborhood Council
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Meeting called to order at 6:06PM

Roll Call: Present: Michael Browning, Kibwe Trim Absent: Danielle Rouillard

1. **Roll Call**
2. **General Public Comment on Non-Agenda Items** (I Public comment)
3. **Discussion and possible action to brainstorm ideas for ideas for collateral materials to distribute at events in the future.**

Suggestions for VNNC Branded Collateral materials: VNNC have on hand: cloth masks, pens, lip balm, and shopping bags. Browning will ask VNNC members to pick up collateral materials as needed.

Suggestions for VNNC Branded Collateral materials: Trim: purchase more cloth masks, pens, lip balm, and shopping bags he also recommends coffee mugs

Browning that we suggest items that reach Latino community members. There has been a challenge to reach the City's translation vendors and it is frustrating.

The committee should be prepared to offer budget requests for the items. VNNC members should also suggest items.

(I Public comment)

4. **Discussion and possible action to recommend an updated VNNC logo.**
<https://vnnc.org/wpcontent/uploads/2022/01/VNNC-Logo-New-Concepts.pdf>
<https://vnnc.org/wpcontent/uploads/2022/01/VNNC-Logo-Redo.pdf>
<https://vnnc.org/wpcontent/uploads/2022/01/VNNC-Logo-Redo-v2.pdf>

There was robust discussion about the logo samples developed by VNNC Treasurer Jennifer Febre. Recommendations:
Trim suggested the top version with the same trees as the original VNNC logo with VNNC centered. Browning agreed. The item will be considered at the March executive committee meeting.

(I Public comment)

5. **Discussion and possible action to develop a social media and general outreach plan for April 1, 2022 – December 31, 2022.**

Browning announced the VNNC Homeless Forum and the need to purchase ads. He mentioned that free ads were posted on VNNC social media and the website VNNC.org (Facebook, Nextdoor, and Instagram). He is hoping that member Rouillard can assist with postings ads and social media plans to reach broad audience. Trim thinks that VNNC purchased ads are worth trying.

Browning suggests that the VNNC develop a plan to reach Spanish speakers.

(I Public comment)

6. **Adjournment** 6:41pm