



Neighborhood Council of Westchester/Playa Committee Report MARCH 2009

Committee: Outreach

Committee Chairperson: Sibyl Buchanan

Meeting date: March 23, 2009

Mission: Actively register stakeholders. A stakeholder is someone who lives, works or owns real property in Westchester, Playa del Rey or Playa Vista. Stakeholders are the lifeblood of our neighborhood council.

Goals: Maintain the registration form to be current and user-friendly.

Identify opportunities/events in the community in which we can register stakeholders.

Produce collateral pieces to help educate our stakeholders on the basics—from what a neighborhood council is to the current issues being addressed by our committees.

Encourage stakeholders to attend board and committee meetings.

Encourage stakeholders' participation by voting in the elections for board members.

Monthly report:

Communications and Membership/Marketing Committees have been combined, and now named Outreach Committee.

At our March Outreach Committee meeting, motions were passed to recommend that the Budget & Finance Committee approve expenditures for outreach booths/refreshments at the Chamber's 4th of July Parade in Westchester, purchase of reusable tote bags as a promotional give-away, and banners at the Youths Sports fields.

Watch for the Neighborhood Council of Westchester/Playa page in the Hometown News each month.

Outreach opportunities approaching are:

- Westchester Farmer's Market
- LAWA's "We Fly as One" (May 7)

- Westchester/Playa Education Foundation Expo – May 30
- LAX Coastal Area Chamber of Commerce ChamberFest (June 4)
- 4th of July Parade in Westchester

All board members are encouraged to volunteer to staff outreach booths, especially, as we approach an election year. Volunteer sign-up sheets will be circulated at upcoming board meetings.

Additionally, please bring suggestions for other outreach opportunities where we can get exposure in our entire neighborhood council footprint of Westchester, Playa del Rey and Playa Vista.

If you know of any non-board members who would be interested in serving on the Outreach Committee, please let me know.

Thanks so much in advance for your participation in outreaching to our community, as we are “The Voice of our Community.”