



Neighborhood Council of Westchester/Playa Committee Report

Committee: Outreach

Committee Chairperson: Sibyl Buchanan

Meeting date: July 7, 2009

Mission: Actively register stakeholders. Neighborhood Council Membership is open to all Stakeholders. "Stakeholders" shall be defined as those who live, work, or own property in the neighborhood and also to those who declare a stake in the neighborhood and affirm the factual basis for it. 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:

The Outreach Committee met on Wednesday, June 10, to discuss coordination for the 4th of July Parade. A NCWP script has been submitted to the Chamber of Commerce to be read by the announcers along the parade route. The neighborhood council will have a booth with volunteers to outreach to the community. The recyclable tote bags will be available as a give-away and lemonade will be served.

Since our stakeholder form is now obsolete due to the new definition of a Stakeholder, DONE is in the process of issuing a new standardized stakeholder form. There was discussion among committee members about what we should use in the meantime to best quantify contact with our stakeholders. A sign-up sheet which provides pertinent contact information was determined as possibly the best vehicle at this time.

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The NCWP has the opportunity to have an outreach booth at the Playa Vista Farmers' Market on Saturdays from 9 a.m. to 2 p.m., possibly once a month.

In light of the shoddy condition of our banners, the committee voted to approve the expenditure for new table cloths imprinted with the NCWP logo and website address to be used at our outreach booths.

Please bring suggestions for other outreach opportunities to the committee in order that 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 us know.

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