OCTOBER MEETING MINUTES — OUTREACH COMMITTEE

1.   **Call to Order at 7:08pm and Roll Call (quorum established)**

       Teri Austin — Present
       Julie Houlihan — Present
       Sheri Kessel — Present
       Karen Sarrow — Present (arrived at 7:09pm)
       Doug Slohm — Present
       Brandon Morino — Present

2.   **Approval of May 10 and August 9th meeting minutes (1 min)**

       No Objections. Minutes **PASS** as presented.

3.   Introduction by the Committee Chair

4.   Public Comments on non-agenda items within the committee's jurisdiction.

5.   **Discussion** - Proposed Draft of the Digital Communications Policy for Neighborhood Councils. The recent draft outlines policy regarding the use of Digital Media as it relates to the engagement of stakeholders.

6.   **Motion**: The Board of the Studio City Neighbor- hood Council approves the adoption of The Web Corner's new SaaS system, which brings new features, selective admin access, operational flexibility, and cross-council module sharing to the SCNC website, at the expense of a $2500 one-time set-up fee and a slightly higher per month cost.

Seconded by: Teri Austin

a.   Presentation of the SaaS system features
b.   Public comments on agenda item 6
c.   Committee comments on agenda item 6

Motion Amended by Brandon Morino to remove "and a slightly higher monthly cost"

Seconded by: Karen Sarrow

AMENDED MOTION: The Board of the Studio City Neighbor- hood Council approves the adoption of The Web Corner's new SaaS system, which brings new features, selective admin access, operational flexibility, and cross-council module sharing to the SCNC website, at the expense of a $2500 one-time set-up fee ~~and a slightly higher per month cost~~.

Vote on amended motion:

Teri Austin — Yes
Julie Houlihan — Yes
Sheri Kessel — Yes
Karen Sarrow — Yes
Doug Slohm — Yes
Brandon Morino — Yes

Motion **PASSES UNANIMOUSLY**

7. **Motion**: The Board of the Studio City Neighborhood Council approves the utilization of Satellite Postings, which are are intended to reach out and engage stakeholders where they congregate most. Every effort will be made to avoid postings both within venues having business with the Board in the past 3 months and their immediate surroundings.

Seconded by: Sheri Kessel

a.   Public comments on agenda item 7
b.   Committee comments on agenda item 7

Vote on motion as presented:

Teri Austin — Yes
Julie Houlihan — Yes
Sheri Kessel — Yes
Karen Sarrow — Yes
Doug Slohm — Yes
Brandon Morino — Yes

Motion **PASSES UNANIMOUSLY**

8. **Motion**: I move that the Board of the Studio City Neighborhood Council approves the adoption of a multi-platform social media posting plan-of-action that will intensely focus on necessary information about public services, Studio City history, and SCNC events. Utilizing graphics and colors to engage the stakeholders in a politically-neutral manner and encourage the online sharing of the posts, this multi-platform plan is in line with the proposed Digital Communication Policy set forth by the Board of Neighborhood Commissioners

Seconded by: Julie Houlihan

a.   Public comments on agenda item 8
b.   Committee comments on agenda item 8

Vote on motion as presented:

Teri Austin — Yes
Julie Houlihan — Yes
Sheri Kessel — Yes
Karen Sarrow — Yes
Doug Slohm — Yes
Brandon Morino — Yes

Motion **PASSES UNANIMOUSLY**

9.   Comments from committee members on subject matter not listed on Agenda but fall within the Committee's jurisdiction and possible future Agenda Items: **NONE**

10.   Closing comments by the Committee Chair

11.   Motion to Adjourn **Moved by**: Brandon Morino   **Seconded by**: Doug Slohm
Meeting Adjourned at: 8:43pm

NOTES:

Agenda Item 6:

Need to create an SCNC Digital Communications Policy for Committee Chairs who would have admin access to both their website committee pages as well as social media pages

Any updates to individual committee pages by Chairs should first be approved by designated SCNC Executives so they adhere to any and all City policies.

There must be a clear procedure for the handover of passwords and/or access of any kind with change-overs of executives, Board members, or Committee Chairs.

Agenda Item 7:

Who will handle the workload in regards to dispensing the Satellite postings?

Should we have a database of approved storefronts/businesses who will post them?

Agenda Item 8:

Question was asked about individual committee social media pages, and whether or not this proposed plan-of-action might cross over to these pages?

The motion would only address the thee main SCNC social media outlets (Twitter, Facebook, Instagram), and not directly affect the satellite pages, though an internal Digital Communications Policy might address this eventually.