Outreach Committee Minutes 1.30.15

A. 610pm Call to Order
B Public Comments: None
C. Chair Report
   Posters: Add in Burbank, Anandale, Church. Check on CD1. Discuss more in action items.
D. Happening Presentation: Tabled and chair to update in action items
E. Update on Gentrification Project
   ACLU Oxy Chapter-Diego to moderate their panel on dissecting Gentrification (Fernando and Harvey recommended to part). Need date from Diego

Action Items
1. Bike Safety Update: Tabled until Miguel is in town
2. Inter council mixer. Lead: Monica - Arco Iris as possible location. Friday, March 20 Budget for snacks (chips/salsa), name tags, etc.
3. HPNC Survey Results: 350+ responses Community is interested in nightlife, safety, combatting graffiti, social events, art programs (have Arts and Culture take on the utility boxes)
   a. Add pop up to HHPNC website,
   b. Instagram post with link in profile to survey
4. Happening in Highland Park Marketing
   a. $150/month. Includes: 2 social media blasts, 2 mobile app blasts, ad space on website, captured space on mobile app
   b. Analytics-how many people download? Active users? Add tracking? Can we do 3 month trial?
5. Art Walk Table- Start doing it more. Change between Fig and York. Second Saturdays (add to calendar and press release). Look into cost for getting an ipad or notebook for collecting email addresses.
6. Community Posters: 3 left over for schools, church. Motion to approve making more posters
   Motion for $$
8. Important Events List: HP Theatre 90th Anniversary documentary screening-promotional material, name on marquee? March 5th
   Feb. 7th Art Walk

7:00pm Adjourned

**Imad Bolotok Photographer for San Pascual Cleanup