

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
7. Movie Night: Swank Productions. Amirah to talk to **Glenn at rec center about getting screen.** \$400 for license to use film. Popcorn, coffee, snacks. 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