



## COMMUNITY OUTREACH COMMITTEE AGENDA

OCTOBER 19, 2017

5:30 PM

South Bay Community Center - Small Conference Room

### DRAFT MINUTES

#### COMMITTEE MEMBERS

##### LOCAC Members:

##### Public Members:

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David Harris – Chairperson - P  
Lynette Tornatzky - District One - P  
Yael Korin - District One - A  
Larry Bender - District Three – P

P=Present, A=Absent

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1. GREETINGS AND INTRODUCTIONS – This was the first meeting of the revived Community Outreach Committee.
2. ROLL CALL – Yael Korin – Excused.
3. CHAIRPERSON'S ANNOUNCEMENTS – None.
4. MEMBERS' ANNOUNCEMENTS – None.
5. AGENDA ITEMS, INCLUDING PUBLIC COMMENT (No members of the public attended.)

We discussed various ideas and methods for increasing community awareness and participation in LOCAC general meetings and committee meetings which we will bring to LOCAC for further discussion and direction.

#### Discussion Topics:

##### 5A Electronic media

- Electronic media is in place: Website, Facebook, Twitter. The LOCAC home page will increase its readership with frequent, fresh information. Do headlines on topics LOCAC covers, such as, "Vacation Rentals – find out more, come to a meeting!" Send suggestion to David Harris.
- We have heard there is an Email list out there somewhere and plan to resume collecting Email addresses to alert the public of upcoming meetings.

- We will post meeting dates/times on Nextdoor and on the Rotary Club's reader board.
- Should we list who is on each committee on the webpage (it is done elsewhere)?
- Should we list on the webpage a thank you to all who served with their names?

#### 5B Print media.

- Create some sort of half-page flyer that can be posted in public locations in the community on topics of interest, such as vacation rentals, with meeting times.
- LOCAC has, in the past, had free print announcements in the Bay News. Is that worth exploring? Should we try the Tribune's free public meeting column?
- We could each have a LOCAC business card with our LOCAC Email contact to pass out to people who we might interested in attending LOCAC meetings or LOCAC committee meetings. Chip in to buy a pack of printable business cards, a couple of pages to each member. We can format them to copy what David Harris has done, and just interchange the names and Emails.

#### 5C LOCAC booth at local events.

- Election coming up in 2018. Some people do not know the difference between the LOCSD and LOCAC, or what they are at all. We need a booth at Farmer's Market as has been done in the past. Contact the FM manager if a vacant space is available. Otherwise, find an allowable corner in the right-of-way. Set up a table and promote the election day/place/hours. They did do a "Name Your Favorite Pothole" to promote the Traffic & Circulation Committee.
- Did LOCAC have a booth at Oktoberfest in the past?

#### 5D Flyer distribution.

- This was discussed at another meeting – have LOCAC members hand out a flyer to neighbors of proposed vacation rentals. Do we want to do this?

#### 5E Other

- Get on a radio show for a LOCAC hot topic? This has been done before. Maybe during the Community Plan meetings? How will those meetings be noticed by the County?

#### 6. PUBLIC OR MEMBER COMMENTS ON ITEMS NOT ON THE AGENDA.

Discuss with LOCAC amending bylaws – there is no way to fit 15 committee members (5 LOCAC and 10 public) in that meeting room with anyone else. Two different groups occupied the main room while we held our meeting, so there was no chance to move out there.

#### 7. ADJOURN – 6:44 p.m..