



**Northwest San Pedro Neighborhood Council
Youth and Community Outreach Committee Report**
Meeting at City Hall, 638 S. Beacon Street,
Tuesday, August 4, 2015, 6:00 – 7:30 pm

Committee Member Attendees: Laurie Jacobs, Katie Marrie,

Non-Committee Member Attendees: David Rivera, Lee Williams, Hannah Jacobs, Sarah Valdez

Committee Members not in attendance: Darlene Zavalney, Bob Bryant, Joe Zaarour, Daisy Zaarour, Barbara Schach, Jeri Hawkins

Agenda Item: Discussion regarding social media outreach issues

Hannah Jacobs discussed many social media issues including that the NWSPNC doesn't have an "online brand." Recommendations included: posting 1-2 times daily on FB (Facebook), post to FB groups (it will show up in feed vs. pages), always share everything we post on FB to "San Pedro Group," ask questions to increase interactions, use visuals – better response, consider BOOSTing on FB, need to have an Instagram and Twitter account. Committee leaders need to help with increasing posting – we should be posting every meeting/event that each committee is involved with. Research needs to be done in order to see if we can use Outreach money to "boost" outreach on FB page. We should also consider an internship to get help with social media outreach from youth. Lee Williams offered to give a social media tutorial session.

Agenda Item: Take a book, Leave a book

We discussed that this is a great project, but would be difficult unless one person was a lead on project that would do maintenance daily.

Agenda Item: Newsletter

We discussed multiple articles that Bob still needs for newsletter by August 10th at the latest. The area that the newsletter delivery covers is less than our NW area (over 3 people on the Y&O committee do not receive newsletter). We need to consider expanding delivery area to include all areas of NW and see what the cost would be before next meeting.