



**Northwest San Pedro Neighborhood Council  
Youth and Community Outreach Committee Report  
Meeting at Municipal Building, 638 S. Beacon Street, Room 452, San Pedro  
Tuesday March 6, 2018, 6:30 – 7:30 pm**

**Committee Member Attendees:** Darlene Zavalney, Laurie Jacobs, Skye Zaarour

**Committee Member Absent:** Chris Valle

**Non Committee Members in Attendance:** Jen Jossie, Tyler Ortiz, Ivan Parrales

**Public Comment on Non-Agenda Items**

Tyler Ortiz announced he is working on a Skateboard event to be held at the San Pedro Skate Park in Peck Park. If he is able to book the event on the same day as our Selection, we can cross promote.

He also is interested in having better signage for the Skate Park and to add the location on Google Maps.

**Agenda Item: Neighborhood Purpose Grants**

We have received two NPG submissions that met all requirements. We unanimously voted to fund both of them with \$1,000 each using our already budgeted and approved \$2,000 funds:

- Port of Los Angeles High School Green Festival being held on April 27<sup>th</sup>
- San Pedro Art Association Harbor Wide All Grades Student Art Competition and Exhibition

**Agenda Item: New Board Logo**

A final logo concept was approved and will be shown to the Board at the Board Meeting on March 12<sup>th</sup>. When appropriate, we will use the Los Angeles City Logo next to our new logo.

**Agenda Item: New Promotional item**

**MOTION**

Laurie made a motion which was seconded by Skye to spend an amount not to exceed \$1,000 to purchase 2,500 mini-hand fans in the shape of a guitar laminated with four color process printing on both sides. The fans will have NWSPNC, website site and info printed on them. These new promotional items will be a great hand out at both the Music by the Sea event and our upcoming selection Party at the Polls, Rock the Vote. Motion was unanimously passed.

**Agenda Item: Newsletter**

The next online issue of our newsletter is scheduled to be published the week of March 12<sup>th</sup>.

**Agenda Item: Selection – Party at the Polls...Rock the Vote!**

Darlene has continued to meet with Diana and the Election Committee to plan outreach for our upcoming Selection. The decision to use a postcard was a joint decision between The Elections Committee and the Outreach Committee. If we were to use the bulk mailing permit through Perry Mailing our 'postcard' would have to be 8 ½ x 11". The allocated \$3,900 would only reach 10,624 addresses. Through Johns Associates we will reach 17,000 homes and businesses covering all of NWSPNC area for an additional \$1,000.

**MOTION**

Darlene made a motion which was seconded by Laurie to change the selection "Call for Candidates" publication from a newsletter to a 6 x 9 color postcard. Our motion is to increase the budget from \$3,900 to \$4,900 for the printing and mailing of postcards which will reach 38% more NWSPNC stakeholders. Motion passed unanimously.

Newsletter mailing reaches only 10,624 NWSPNC stakeholders

Postcard mailer will reach 17,000 NWSPNC stakeholders

**Agenda Item: Pathways to Employment update**

- Online registration went live on March 1<sup>st</sup>.
- Banners, Posters and Postcards are now on hand. We established a distribution plan of marketing materials to local schools, Boys and Girls Club, Churches and Businesses.
- We ask all Board Members to help recruit youth to register for the event. FAQ information is available on our website to provide talking points for your pitch.

**NEXT YOUTH AND OUTREACH MEETING:** April 10, 2018 from 6:00 – 7:30 pm at same location.