



Youth and Community Outreach Committee Report

Meeting at Municipal Building, 638 S. Beacon Street, Room 452, San Pedro
Tuesday July 3, 2018, 6:30 – 8:00 pm

Committee Member Attendees: Darlene Zavalney, Laurie Jacobs, Skye Zaarour, Matthew DiMeglio, Chris Valle, John Barbea (All members in attendance)

Agenda Item: Update on all new promotional items

We have received the new table cloths, banner and first retractable sign with our new logo. We reviewed the draft artwork for the second retractable sign and made notes for a few changes.

Agenda Item: Music by the Sea update Committee Chairs have signed up for each Sunday as follows:

July 1 Laurie with Youth and Outreach	July 22 Phil with Port Committee
July 8 Diana with Planning & Land use	July 29 Gwen with Sustainability
July 15 Melanie with Public Safety	

Agenda Item: Newsletter – Discuss number of issues and goals for this year

We discussed how we can improve the newsletter moving forward with a goal of deeper engagement with stakeholders and more articles on important relevant topics. We discussed announcing future surveys to capture more feedback and input on specific hot topics with a goal of capturing more email addresses and analytical data to measure our successes. We will continue our discussion of potential future surveys.

MOTION: Matt DiMeglio made a motion to produce three newsletter issues this year with a schedule of Fall, Winter and Spring. Motion seconded by Chris Valle and unanimously approved.

Agenda Item: Possible Motion to allocate funds to purchase a portably dolly was tabled.

Agenda Item: Outreach Recruitment – Review recruitment methods through evaluating our assets

We discussed the importance of each Committee using various tools to recruit more members. Since most of our work is done at Committee level, it is important to involve more stakeholders as members and attendees. Suggest each Committee Chair task their members with reaching out through email and social media to recruit for their committees, reach out to stakeholders and local businesses & organizations.

Agenda Item: Website, E-Blasts and Social Media postings – Goals, Objectives, Action Plan

Our website and E-blast messages need good management and we discussed related issues.

We highly suggest that when Committee Chairs submit their agendas to Kristina, include an interesting HEADLINE of an agenda item(s) that may attract people to open the agenda and attend the meeting. Provide instruction to Kristina to put that headline in the E-blast of that agenda. Example: “Weigh in on potential new 3 way stop light at Capital & Barrywood”

We discussed the effectiveness of social media as an outreach and debate tool for our Neighborhood Council. Some felt this would create a healthy method to gather input from stakeholders but the majority of the Committee had serious concerns that debate is not what we need to do on social media as it is not conducive to our outreach mission due to the lack of control, high rate of hostile posts, etc. We will continue to discuss best practices for our Social Media outreach.

Agenda Item: Outreach Calendar events for this year

The Committee would like to do a Movie in the Park event but not for Halloween. September or Spring time frame might be a better target goal. Possibly partner with other NC.

Weymouth Corners – Unanimous to continue this event and sponsorship

Holiday Parade – All but one abstention voted to continue as a sponsor and participant in event.

NEXT YOUTH AND OUTREACH MEETING: August 7th, 2018 from 6:00 – 8:00 pm at same location.