



**JOINT Outreach Committee & Budget & Finance Committee Meeting**  
**Minutes**

**Thursday May 10, 2018 11:00 am**

**Location: Bel Air Ridge Clubhouse - 2760 Claray Los Angeles, CA 90077**

1. **Call to Order/Roll:** Robin called the joint committee meeting to order at 11:06 a.m., and took the roll.

**Outreach Committee:**

**6 Present:** Robin Greenberg, Chair; Nickie Miner, Maureen Smith, Irene Sandler, André Stojka, & Ron Cornell.

**2 Absent:** Tony Tucci & Matt Post.

**Budget & Finance Committee:**

**3 Present:** Jacqueline Le Kennedy, Robin Greenberg & Rob Farber.

**2 Absent:** Jamie Hall & Cathy Wayne

2. **Motion:** Approval of May 10, 2018 Agenda (per Bylaws, Article VIII, Section 2)  
Maureen moved; Ron seconded: passed.

3. **Motion:** Approval of April 6, 2018 Joint Outreach & B&F Committee Meeting Minutes (**Attachment A**)  
Rob moved; Robin seconded: passed.

4. **Public Comments** on non-agendized items: None

Robin next directed the meeting to Item #6, while Ron was still here and Jacqueline had not yet arrived.

5. **Budget & Finance Committee** – Jacqueline Le Kennedy

a) Treasurer's Update on Current Budget & and Remaining Funds to use by end of 2017-2018 FY –  
Jacqueline gave brief update below.

b) Brainstorm ideas to recommend to Board on how to spend remaining funds by 2017-2018 FY (Attachment B)  
Robin related – while awaiting Jacqueline – that we may not have as much as we thought to spend; may have \$1,500; thought \$3,000 or \$4,000. She reviewed recommendations received by emails from Cathy Wayne, who suggested donation to Fire Station at Coldwater Canyon; mailings pamphlet to addresses in BABCNC encouraging participation & door hangers. Robin noted that Larry recommended clock timer, which we already have, lapel pins and charging cables with BABCNC name. Irene who was present recommended giving something to help homeless moving into temporary or permanent housing; like “Welcome Home” baskets.

*[At this point, Ron had to leave and suggested that we ask André to reserve the room for the next meeting; and we were still awaiting Matt, Larry and Jacqueline.]*

**Public Comment** was given by Linda Whitford who recommended pet resuscitation kits for fire stations @ approximately \$90.00 per kit and funding what CLAW may need. She is not in favor of free trees giveaways and suggests if we do those, give additional things, e.g., mulch & an educational component. She feels money could be better spent on promoting the NC's existence; however, is anti-swag. Irene Sandler said she would let others know about this, including EP committees. Nickie opined gifts to homeless would be a drop in the bucket.

*[At this point, Jacqueline Le Kennedy and Larry Leisten arrived.]*

Jacqueline presented a Preliminary Budget for FY 2018-2019 draft worksheet, which included last years' budgeted & actual numbers, remaining numbers for this fiscal year & proposed numbers for 2018-2019. She noted that the subtotals are accurate as recorded in the system; we have \$7,589, and expect approximately \$3,000 in expenses for both May and June, which would leave \$1,500 up to \$2,000 towards CIPs or NPGs, if we want to meet the budgeted objectives or for other, as agreed upon. She discussed Operations & Outreach as to staffing, that we authorized an increase of \$1,500 towards staffing because work has increased for Cathy. She feels work Cathy does falls more under office expense, and wants to accurately allocate it. She thinks it should be \$23,000 altogether as Cathy has to work much more. She noted that we have another two months to go. (As noted under "c" below, no action was taken on the budget at this time.)

Larry would like NCs to be able to roll over the funds instead of going into the General Fund, and suggests asking our Councilmembers to help us roll those funds over.

Discussion returned to recommendations including \$200 Public Schools though we don't have public schools visiting; \$540 for 6 pet kits to the Fire Stations through the Foundation; \$200 @ the 99 cents store for Welcome Home-type of gifts to help those experiencing homelessness; \$300 to CLAW; \$300 to Buy A (another) Mountain.

André noted that CLAW and Buy a Mountain are unique to our area and we should support them. Following discussion, recommendations were narrowed down. *{Irene mentioned a future expenditure may involve signage working with DOT.}* Jacqueline noted that we won't know until June 1<sup>st</sup> what funds we have.

**Motion:** One third each to Pets, CLAW & Buy a Mountain moved by Larry; seconded by Nickie. **Approved**

c) Establish Line-Item Amounts for the 2018-2019 FY Budget, based on Treasurer's report of usage last year and ideas for goals for next fiscal year, to bring to Board for approval on May 23, 2018.

Jacqueline doesn't feel that this is the right time to go through the budget line by line; we have two months left. Cathy noted that we need to approve this budget at the June meeting. Jacqueline recommended that committee members review the items. She is allocating more for the webmaster to \$3,000. Let her know if you have questions for her. She noted that the grand total numbers are from the system. Tabled to next meeting.

- **Outreach Committee (Discussion & Possible Motion)**

- **a) Review of Pole Banner layout. (Attachment C)** Cathy related that Matt is working on improving our logo (in terms of color and balance).

- André: **Bel Air – Beverly Crest Neighborhood Council more intense & subtitle less intense.**
- Ron: Bel Air – Beverly Crest Neighborhood Council should pop more.
- Maureen: Likes **Bel Air – Beverly Crest Neighborhood Council bold & in vertical writing.**
- Nickie: "Working together to preserve our hillsides" is catchy but chop down some of the blue; push it down a little further; have a little space between this and our logo. Make it bold letters.
- Ron: **Stack "Neighborhood" & "Council" on top of each other with bigger font.**  
*[Robin noted that we wanted to hear from Matt and Larry; however, Ron is leaving.]*
- Andre: Everybody wants the top to be more intense. Building a Better Community is too small.
- Nickie: We don't need website twice. Ron: You have the website at the bottom. So, remove that.
- Maureen: Removing "Building a Better Community" because we have "Working Together to Preserve our Hillsides" just having one, and then moving the logo down to take up more space.

So, taking logo, moving it down and getting rid of “building a better community.” Keep the website address up there and take out website at the bottom, take out some of the blue and make the logo bigger.

- Robin: Take the website out of the top because it’s down at the bottom.
- Nickie & Ron like “Building a Better Community.”
- Nickie: Just take out the website here, because it’s all the way down here. Take out some of the blue. Have it just the way it is, and make this part bigger.
- Irene: “Working together to preserve our hillsides” will take my attention.
- Robin summarized:
- Pop the logo,
- remove the web at the top,
- keep the “building a better community”
- move the blue down a bit and cut out some of the blue.
- Ron: Stack “Neighborhood Council” & enlarge font so Bel Air-Beverly Crest pops more.
- Ron would like to see a proof.

Following the Budget and Finance Committee portion of the meeting, Robin summarized what the committee recommended as to Pole Banner, for Larry, who missed the Outreach portion of the meeting.

**b) May 12, 2018 Fire Station #99 Open House:** Reviewed and discussed volunteers to man tables. Need people from 12:00 to 2:00 and 2:00 to 4:00. Irene could be there from 12:00 to 2:00 pm. Nickie will only be able to pop in. Seema from EP will come from 12:00 to 2:00 and if necessary from 2:00 to 4:00 pm. Robin related that we need to tell the people what we do; last one out has to bring home what we brought.

## **6. Adjournment: The meeting was adjourned at 12:10** **Next Committee Meeting Date TBD**

Post-adjournment, Robin summarized pole banner for Larry and further discussion was held:

- they want the logo stronger;
- they want to cut out some of the blue and
- make the neighborhood council two lines – underneath the logo, it says the words neighborhood council...

Andre recommended “**Your Neighborhood Council – Working Together to Preserve the Hillsides**” So you’ve got “Neighborhood Council” big to make people aware that there’s a neighborhood council in this area.

Larry and Andre noted that it says “Get Involved” with phone number and website.

Linda agreed with “**Neighborhood**” on one line and “**Council**” on the second line / **enlarge the font** because “neighborhood council” are the two words we most want people to be able to read.

Linda recommends an exclamation mark after **Get Involved** at the bottom. **Get Involved!**