



agenda

# COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL

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## COMMUNICATIONS COMMITTEE MEETING AGENDA

**Date/Time: Monday, December 8, 2014 at 5 p.m.**

**LOCATION:** Angel's Gate Cultural Center - Bldg A  
3601 S. Gaffey St., San Pedro 90731

*The public is invited to speak on issues of general interest during the public comment period. Comments on specific agenda items will be heard only when those items are considered. To ensure that all are heard, a time limit on public speakers may be set. Those wishing to make comment, but not wanting to speak publicly, may submit written communications to the committee.*

1. **CALL TO ORDER** | and roll call.
2. **PUBLIC COMMENT** | Non-agenda items
3. **MINUTES**  
Presentation for approval of the minutes from the September 18, 2014 meeting.
4. **Update to Coastal Currents/CSPNC Live email newsletter**  
Discussion and request to allocate \$500 to establish a Constant Contact account for the purpose of sending attractive and engaging e-newsletters, 1-2x per month, to members and stakeholders.
5. **“Collaboration LA” Campaign**  
For discussion and possible presentation to Board: CSPNC will provide \$1,500.00 for positive, multi-platform (Internet, Television, Mobile, Radio, Print) unified city-wide Neighborhood Council "Collaboration LA" Outreach Campaign, launching in March 2015 and supported by each Neighborhood Council throughout the City of Los Angeles, to better enable millions of Angelenos, namely students, families and businesses, to learn more about each NC and Alliance, and engage in serving on Boards, Committees and/or attending NC meetings as stakeholders.
6. **Coastal Currents Newsletter**  
For discussion and possible presentation to Board: To inform and engage the stakeholders, while driving traffic to the cspnc.org website, CSPNC shall contract with Dave Behar for print outreach services to design and assemble Coastal Currents at a flat rate of \$750.00 per issue. The first issue will be produced for distribution in January, and the second issue will be produced in June for the (S)elections. In cooperation with the Outreach and (S)Elections Chairpersons, Behar will collect and edit the information, provide proof for printing and deliver to the mail house and printer. Print and mailing house costs will be paid directly to the vendors and in line with pricing of previous Coastal Currents publications. Behar will also provide the design/layout at no charge for a “call for candidates” postcard.

**7. Video Outreach Services**

For discussion and possible presentation to Board: CSPNC will contract with ION Network for video outreach services and viewership/engagement metrics for the specific increasing benefit of CSPNC stakeholders to cover Board Member and stakeholder perspectives, key subjects, sponsored events, etc. under the name “Coastal Currents Digital Edition” at an amount not to exceed \$2,360.00 (\$295.00 per month) from December 2014 to July 2015. ION will create and distribute the videos and marketing community-wide by posting on related media/social media platforms and providing embed code for placement on the cspnc.org website.

**8. Public Safety Summit Outreach**

For discussion and possible presentation to Board: For the purposes of stakeholder and public safety outreach, CSPNC shall allocate \$2,500 to produce and market Public Safety Summit in January or February 2015 in cooperation with the CSPNC Board and multiple City, County and Federal Agencies for participation, at a venue to be determined.

**9. CSPNC Public Safety Outreach Signage**

For discussion and possible presentation to Board: For the purposes of stakeholder and public safety outreach, CSPNC shall allocate \$1,850 to Neighborhood Watchout, to reorder 100 CSPNC Neighborhood Watch lawn signs and 500 stickers.

**10. Beach Volleyball Outreach**

For discussion and possible presentation to Board: As a presenting sponsor, CSPNC shall provide permit fees to Dig4Kids to stage a CSPNC youth and family stakeholder outreach volleyball event at Inner Cabrillo Beach on New Years’ Day, in conjunction with the Polar Bear Swim, for an amount not to exceed \$500.

**11. Self-assessment Survey**

For discussion and update to Board: Form and delivery method(s) of Neighborhood Council Self-Assessment Survey as directed by the Board at its regular meeting on September 23, 2014. For discussion and possible presentation to the Board: allocation of \$750 to accomplish this survey.

**12. ADJOURNMENT**

For more information, please call 310.721.7107; write to CSPNC, 1536 West 25th Street #223, San Pedro, CA 90732; or visit the Coastal San Pedro Neighborhood Council website at [www.cspnc.org](http://www.cspnc.org).

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*In compliance with government code section 54957.5, non-exempt writings that are distributed to all or a majority of the Board members in advance of a meeting may be viewed at our website by clicking on the following link: [www.cspnc.org](http://www.cspnc.org), at a location given in the item number of the agenda or at the scheduled meeting. In addition if you would like a copy of any record related to an item on the Agenda, please contact the Coastal San Pedro Neighborhood Council at 310-918-8650.*