WNC Publicity & Communications Committee

3rd Thursday of the month. 5:45-6:45pm Wilmington Public Library

Chair: Sylvia Arredondo

Meetings Location: Wilmington Branch Library 1300 N. Avalon Boulevard. Wilmington 90744

WNC Committee Members: Cecilia Moreno, Diana Medel

Community & Stakeholders: Susan Prichard

Agenda January 21, 2016

Call to Order:

Action Items:

- *Supporting document for Action Items attached
- a. Review, discuss and approve: mission, purpose and objectives of committee*
- b. Review, discuss and approve: roles and responsibilities of committee members*
- c. Review, discuss and approve: communications duties*
- d. Review discuss and approve: publicity duties*
- e. recommendation to the WNC governing board: standing committees and ad-hoc committees review and submit their current mission, purpose and objects to the Executive Board for approval. Should standing committees or ad-hoc committees not have mission, purpose and objects they need to prepare the requested information.

Informational Items:

a. Website upgrade progress

Public Comment:

New Business:

- a. Elections
- b. Publicity Opportunities
- i. community outreach opportunities
- ii.. print newsletter/mailing insert, banner
- ii.i. wnc community grant funding

Announcements from Committee Members:

Meeting Adjourned:

WNC PUBLICITY & COMMUNICATIONS COMMITTEE

Supporting Document for Action Items scheduled for January 21, 2016

a. Review, discuss and approve: mission, purpose, and objectives of committee

Mission: To increase community and stakeholder awareness of the WNC and to ensure information received and produced by the WNC membership is conveyed effectively to all Wilmington stakeholders and community members.

Purpose: To serve the mission of the WNC by bringing awareness to its existence and engaging in exchange of information.

Objective(s):

- Coordinate and facilitate publicity of WNC. This included advertising, promotion and outreach.
- Develop and implement a publicity plan that will increase visibility and support of WNC governing board general, committee and ad-hoc meetings, activities, and makeup of leadership.
- Provide advice and coordinate the planning, development, and production of promotional products, events and activities of the WNC.
- Keep WNC governing board members informed of publicity activities and goals.
- Maintain community calendar on WNC sites with events, activities, workshops and other items of importance to the wilmington community and stakeholders.
- · Serve as liaisons to other Los Angeles NC's.
- Monitor developments in publicity and communications

b. Review, discuss and approve: roles and responsibilities of committee members

Chair: Facilitates meeting to ensure collaborative and collective decision making, prepares agenda, secures location, sets the pace of the meeting and ensures meeting runs on time, refocuses discussion that has wandered, highlights important points, clarify any misunderstandings

WNC Members: participation in discussions and assists chair to support note-taking, time-keeper and any other roles as needed. Arrive on time, participate, ask questions to clarify understandings, bring forth new ideas, strategize to develop an effective publicity and communications plan, note down any actions agreed upon, brief others as appropriate after the meeting.

Stakeholder and community participants: participate. attend a minimum of 3 consecutive meetings to vote on agenda action items. ask questions, support the publicity and communications efforts of the WNC committee members, provide constructive feedback and suggestions.

c. Review, discuss, draft and approve: Communications duties and person(s) responsible

Website: content maintenance and creation/ actual posting/ schedule Calendar: policies and procedure for items listed/ maintenance Newsletter: content creation/ graphic design/ print and electronic outreach/ schedule social media: content creation/ platform management/ posting schedule

d. Review, discuss and approve: Publicity duties
Promoting WNC: seek opportunities to promote WNC

e. recommends to the WNC governing board for each standing and ad-hoc committee to submit mission, purpose and objectives or similar format so it can be posted on website.