



Sunland Tujunga Neighborhood Council

7747 Foothill Blvd., #101, Tujunga, CA 91042 - (818) 951-7411 FAX (818) 951-7412

E-mail: President@stnc.org and secretary@stnc.org

STNC- Safe Streets Ad (Ad Hoc) Committee Meeting Agenda

DATE: Tuesday, May 22, 2018

LOCATION: L.A. Public Library, Sunland Tujunga Branch

7771 Foothill Boulevard, Tujunga, CA 91042

TIME: 6:30 PM

1. Call to Order: Meeting called to order at 6:40 p.m. by Pat Kramer, co-chair of committee. In attendance: Pat Kramer, Lydia Grant, Jon and Karen von Gunten, Cindy Cleghorn and Melody Scott. Quorum reached with six. Also in attendance: Julie ____ and _____. Ricardo Benitez arrived later.

2. Public Comments:

Pat announced Bren Boo's comments on the Sunland Tujunga Community News page regarding needing signage for peacock crossings, left hand turn signals and a welcome to S-T sign.

___ announced that there are private signs posted on McGroarty but there are additional peacock crossings at Day Street by Parr and Scoville where whole herds cross and it's unsafe for motorists.

Lydia talked about her Education Committee and it's objectives with trying to motivate kids with the Presidential Awards and the Youth Education Committee.

Ricardo Benitez spoke about his candidacy for State Assembly and asked for our support.

3. Review of the discussion at the last meeting. Pat reviewed how the banner artwork had been created by Cindy for viewing by the committee and selection of the best ad copy.

3. Review of artwork for banners: The committee reviewed Cindy Cleghorn's artwork for the banners on street poles, to be erected by Triple A Banners. There was agreement that there was too much language and artwork on each and by a 4-2 vote, the committee felt the language and artwork should be divided up between every two banners. The committee then reviewed the proposed ad copy for the banners and decided on the top three out of ten which were:

Fast Driving Kills People

Drive Safely, Don't Text

Stop at Stop Signs

After two of the slogans were eliminated, the three community members were then asked to choose their three favorites which were: Slow Down, Speed Kills, Drive Sower, Live Longer, and Speed Kills Kids & Pets.

Cindy was then asked to create artwork for these six groups of banners.



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4. Discuss ways to obtain public input. – moved to next agenda.

5. Discussion about options, other than street banner signage, from Sunland Printing. _____ and Julie, from Sunland Printing, suggested making postcards, bookmarks and stickers with the same artwork from the pole banners campaign to increase branding. Having a unified message will keep the messaging out there in the community, especially when introducing it to children. These items could then be used for outreach purposes.

5. Final comments. The initial artwork will be prepared by Cindy and presented to the board for the May meeting. If approved, it will then be sent to Triple A Banners and the permit processing with the city will begin.

8. Adjourn at 8 p.m.

Next meeting: Tuesday, May 22, 2018.

Adjourn by: 8 PM

Posted:

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scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Krystee Clark, Board President, at (818) 566-0013 or email via president@stnc.org.

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