

MINUTES

Meeting of the City of Hollywood Green Team Outreach Subcommittee April 29, 2009 - 3:00 PM

I. ROLL CALL

Members Present:

Paul Farren
Christy Hritz
David Kout
Leonel Picum

Also Present:

Lorie Mertens-Black
Rae McCarty, Production Specialist

II. DISCUSSION OF OUTREACH EFFORTS

Paul Farren suggested a 30-second Public Service Announcement (PSA) be developed and asked if the City's TV and Production staff could produce it.

Rae McCarty proposed adding a green tip graphic be incorporated into each show. She requested an outline of topics for the green segment (4-5 bullet points). Committee members volunteered to provide information on the following topics:

- Paul Farren - Green Businesses
- David Kout - Global Hollywood
- Lorie Mertens-Black - Energy Block Grant
- Christy Hritz/David Kout - Green Team Annual Report

All subcommittee members will try to identify Hollywood residents going green.

David Kout discussed having a workshop with Beth Kroll from the Greater Hollywood Chamber of Commerce. He indicated she will meet with the subcommittee.

Lorie Mertens-Black will email Green Team's annual reports to the Committee. They can be used to pull the information for the Green Team segment.

Other outreach ideas discussed were:

- Contacting news stations with a community story on green topics
- Providing an update on a water bill insert - focusing on one area
- Advertising the green edition of Hollywood Full Circle on one side of the water bill insert
- Providing articles for the quarterly New Horizons newsletter to residents
- Using social networking sites to get information to younger residents.
- Reaching out to schools and students

III. ADJOURNMENT - Meeting adjourned at 4:45 p.m.