



### **OUTREACH COMMITTEE MINUTES**

*Location: North Hollywood Senior Center, 5301 Tujunga Ave., North Hollywood, Ca. 91601 —*

*Monday, August 5, 2019 - 7:00pm*

**Committee Chair: Maria Sosyan**

**Committee Vice Chair: Russell Wolff**

**Members: Sara Cravens / Zoe Jaeger / Rob McGrath (Secretary)**

*Note: Each item # below matches the item # that appeared in the published agenda for this meeting.*

#### **1. Call to Order**

Call to Order at 7:01 pm by Committee Chair Maria Sosyan.

#### **2. Committee Member Roll Call**

Committee Members Present: Maria Sosyan; Russell Wolff; Sara Cravens; Zoe Jaeger; Rob McGrath.

#### **3. Public Comments on Non-Agenda Items**

(a) Don recommended remodeling and/or updating existing North Hollywood Sign across Lankershim Blvd..

#### **4. Presentation and Discussion: Assist with promoting Hope of the Valley Rescue Mission's annual Drumstick Dash at the North Hollywood Park on Thanksgiving Morning (Regina Zeinali).**

Per Regina, goal is for 5,000 participants in 5K/10K run/walk in North Hollywood Park to raise funds for Thanksgiving Meal for neighborhood homeless. Outreach Committee offered to help publicize event on social media.

#### **5. Presentation, Discussion and Possible Action: Create a flyer or handout to inform our neighbors how and when to contact 311 to help keep the streets of NoHo clean and safe (Tom Fonss).**

Per Tom, alley near his North Hollywood residence repeatedly fills up with illegal dumping. Per Tom, while using L.A. City 3-1-1 helps, he would like Outreach Committee to promote 3-1-1 usage on social media. Committee member Rob McGrath shared current 3-1-1 usage report he prepared showing that NoHo Neighborhood Council area has the 5<sup>th</sup> highest 3-1-1 usage citywide (see attached). Outreach Committee offered to help publicize 3-1-1 usage on social media.

*Motion brought by Sara; Seconded by Russell. Vote: (5-0-0) Motion Passes.*

#### **6. Presentation: NC Comms University Neighborhood Council Proposal (Evan White).**

Evan White served on the Venice Neighborhood Council Outreach Committee for 3-years. Working with L.A. City Department of Neighborhood Empowerment (DONE), he developed a social media planning and technology package for neighborhood councils, which involves initial set-up costs and monthly fees. Outreach Committee to review handout materials provided by Evan (see attached).

**7. Presentation, Discussion and Possible Action: To discuss and debrief the summer concert series known as NoHo Summer Nights and create a list of suggestions and recommendations for next year's concert series. Following the discussion, an invitation will be extended to Nora Ross of the Valley Cultural Foundation to attend our September Committee Meeting so that we may share our feedback with her (Maria Sosyan).**

Outreach Committee will invite Nora Ross of the Valley Cultural Foundation to our 9/3/2019 meeting to discuss recent NoHo Summer Nights Concerts in North Hollywood Park. Committee members are concerned about political candidate tables at the event; possibility of additional food trucks and using more local talent; also whether NoHo Neighborhood Council representative could make a sponsoring announcement just before headliner performs.

*Motion brought by Sara; Seconded by Zoe. Vote: (5-0-0) Motion Passes.*

**8. Presentation, Discussion and Possible Action: To establish a MailChimp or Constant Contact account for the NoHo Neighborhood Council to capture data including but not limited to: names, email addresses, and physical addresses (Maria Sosyan).**

Motion to amend to limit collection of stakeholder names and physical addresses on an opt-in basis only.

*Motion to amend brought by Sara; Seconded by Russell. Vote: (5-0-0) Motion Passes.*

Web Corner to set-up widget on NoHo Neighborhood Council website to link with MailChimp.

*Motion brought by Sara; Seconded by Russell. Vote: (5-0-0) Motion Passes.*

**9. Presentation, Discussion and Possible Action: To establish an ongoing social media calendar via Google Sheets to be shared among committee members to ensure consistency across all social media platforms (Maria Sosyan).**

Maria has "Google Sheets" template for tracking Outreach Committee usage of social media platforms.

*Motion brought by Sara; Seconded by Russell. Vote: (5-0-0) Motion Passes.*

**10. Presentation, Discussion and Possible Action: To create and maintain a NoHo NC blog section on NoHoArtsDistrict.com. The site informs viewers of current events related to the NoHo Arts District but has little to no information about the NC. With the blog, we can inform constituents of upcoming meetings, events, call to actions, spotlight board member spotlights, important updates, salient topics and more (Maria Sosyan).**

Item was tabled to invite Lisa and Nancy from NoHoArtsDistrict.com to attend 9/3/2019 Outreach Committee meeting for discussion.

**11. Presentation, Discussion and Possible Action: To create NoHo NC 3rd Annual Community mixer (Maria Sosyan).**

Prior NoHo Neighborhood Council Community Mixers held on 6/17/2017 at Groundwork Coffee, and on 12/9/2018 at NoHo Plaza on Lankershim Boulevard near Magnolia. 2019 mixer to be held later this year with catered food and beverages. One suggestion is for using TeaPop Tea House at 5050 Vineland near Otsego.

Goal is to raise awareness of NoHo Neighborhood Council with games, food, and possible giveaways. Item was tabled, but there will be additional discussion regarding 2019 Community Mixer at future Outreach Committee meetings.

**12. Presentation, Discussion and Possible Action: To move the September Outreach Committee Meeting to Tuesday September 3, 2019 as a result of the Labor Day holiday (Maria Sosyan).**

NoHo Neighborhood Council Outreach Committee Meetings are usually held on the 1<sup>st</sup> Monday of each month at 7:00 pm at the North Hollywood Senior Center (Small Room), 5301 Tujunga Avenue, North Hollywood, 91601.

*Motion brought by Russell; Seconded by Sara. Vote: (5-0-0) Motion Passes.*

### **13. Meeting Adjourned**

Meeting was adjourned at 8:10 pm by Committee Chair Maria Sosyan.

*The goals of the NoHo Neighborhood Council Outreach Committee include (1) To inform stakeholders about meetings and community projects; (2) To interact with stakeholders at events and learn more about their concerns; and (3) To encourage active participation from stakeholders who live, work, or have an interest in the NoHo neighborhood.*

### **THE FOLLOWING IS IN REGARDS TO ALL BOARD MEETINGS AND COMMITTEE MEETINGS**

**REMOVAL WARNING:** ANY PERSON WHO INTERFERES WITH THE CONDUCT OF A NEIGHBORHOOD COUNCIL MEETING BY WILLFULLY INTERRUPTING AND/OR DISRUPTING THE MEETING IS SUBJECT TO REMOVAL. A PEACE OFFICER WILL BE REQUESTED TO ASSIST WITH THE REMOVAL BY THE NEIGHBORHOOD COUNCIL. ANY PERSONS WHO RESISTS REMOVAL BY A PEACE OFFICER IS SUBJECT TO ARREST AND PROSECUTION. Penal Code Section 403, Penal Code Section 602.1(b)

**PUBLIC INPUT AT ALL MEETINGS** – The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 1 minute per speaker, unless adjusted by the presiding officer of the Board.

**PUBLIC POSTING OF AGENDAS** – NoHo NC agendas are posted for public review as follows:  
North Hollywood Regional Library - 5211 Tujunga Ave. North Hollywood, Ca. 91601  
Senior Citizens Center - 5301 Tujunga Ave. North Hollywood, Ca. 91601  
[www.NoHoNC.org](http://www.NoHoNC.org)

You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

**THE AMERICAN WITH DISABILITIES ACT** - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Paul Storiato, Board President, via [email paulstoriato@nohonc.org](mailto:paulstoriato@nohonc.org)

**PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [NoHoNC.org](http://www.NoHoNC.org) 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 Paul Storiato, Board President, via email [paulstoriato@nohonc.org](mailto:paulstoriato@nohonc.org)

**RECONSIDERATION AND GRIEVANCE PROCESS** – For information on the NoHo NC process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NoHo NC Bylaws. The Bylaws are available at our Board meetings and our website [www.NoHoNC.org](http://www.NoHoNC.org).

**REQUESTING  
L.A. CITY SERVICES  
IS EASY AS**



**WHAT IS 3-1-1?**

3-1-1 is an easy-to-remember, citywide toll-free number that provides immediate access to information and non-emergency L.A. City services.

*Calls are answered Monday - Friday from 7 am until 7 pm, and on weekends and holidays from 8 am to 4:45 pm (except Thanksgiving and Christmas) by 3-1-1 agents, who provide information or refer calls for service to L.A. City agencies.*

Whether you need to request a service or you are just looking for reliable information, 3-1-1 is here to help.

**How to Access 3-1-1 Service**

- **PHONE:** From within L.A. City limits, dial **3-1-1** to connect with the 3-1-1 call center
- **APP:** Download **MyLA311 App** for Android or iPhone devices on Google Play or the App Store
- **WEBSITE:** Online self-service at **MyLA311.LACity.org**
- **EMAIL:** You can also email to **311@LACity.org**

**3-1-1 SERVICE REQUEST RESULTS**

During the past 12-months, over 26,000 3-1-1 service requests were submitted for the **NoHo Neighborhood Council Area**.

The Top Three 3-1-1 service requests are Bulky Item Pickup; Graffiti Removal; and Illegal Dumping Pickup.

The Average # of Days to complete a 3-1-1 service request is 5.4 days with about 74% of requests completed within 5-days.

About 46% of 3-1-1 service requests are submitted by Phone; Over 30% are submitted via MyLA311 Mobile App; 17% are submitted via online self-service website; and less than 1% of 3-1-1 service requests are via email.

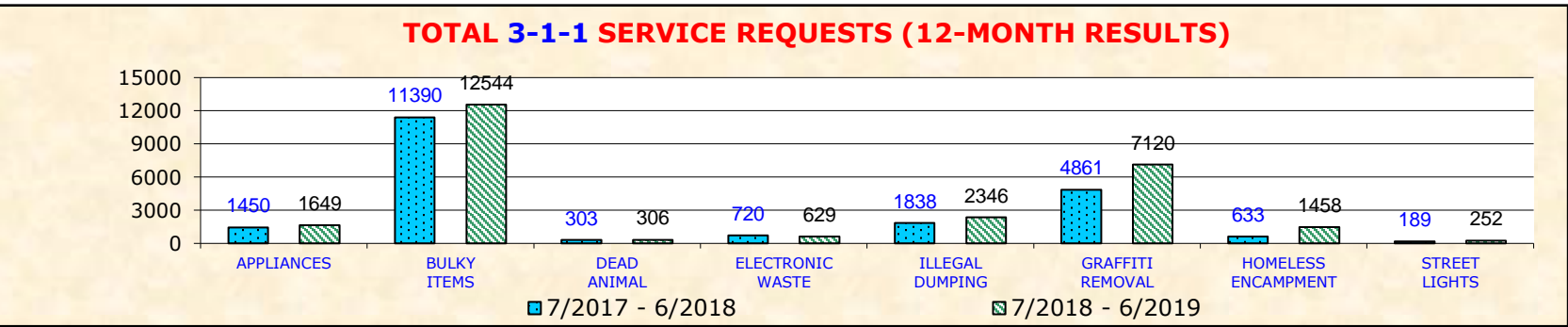
In addition, L.A. City drivers self-report about 6% of service requests primarily Bulky Item Pickup and Graffiti Removal.



**3-1-1 Service Requests**

| NoHo Neighborhood Council Area          | TOTAL 3-1-1 REQUESTS |              |             |              |
|---|----------------------|--------------|-------------|--------------|
|   | 7/17 - 6/18          | 7/18 - 6/19  | +/-         | %            |
| <b>REMOVAL SERVICE REQUESTS</b>         |                      |              |             |              |
| APPLIANCES                              | 1450                 | 1649         | 199         | 13.7%        |
| BULKY ITEMS                             | 11390                | 12544        | 1154        | 10.1%        |
| DEAD ANIMAL                             | 303                  | 306          | 3           | 1.0%         |
| ELECTRONIC WASTE                        | 720                  | 629          | -91         | -12.6%       |
| ILLEGAL DUMPING                         | 1838                 | 2346         | 508         | 27.6%        |
| <b>REMOVAL SUBTOTAL</b>                 | <b>15701</b>         | <b>17474</b> | <b>1773</b> | <b>11.3%</b> |
| <b>OTHER SERVICE REQUESTS</b>           |                      |              |             |              |
| GRAFFITI REMOVAL                        | 4861                 | 7120         | 2259        | 46.5%        |
| HOMELESS ENCAMPMENT                     | 633                  | 1458         | 825         | 130%         |
| STREET LIGHT ISSUES                     | 189                  | 252          | 63          | 33.3%        |
| <b>OTHER SUBTOTAL</b>                   | <b>5683</b>          | <b>8830</b>  | <b>3147</b> | <b>55.4%</b> |
| <b>TOTAL 3-1-1 REQUESTS<sup>A</sup></b> | <b>21384</b>         | <b>26304</b> | <b>4920</b> | <b>23.0%</b> |

<sup>A</sup> — Above data represents about 90% of "Total 3-1-1 Requests." As of 12/2018, online "MyLA311 Service Request Data" dataset no longer tracks Pothole Repair, Sidewalk Repair, Street Sweeping, Street Tree Issues, or other miscellaneous service request categories.



No one knows more about what our neighborhoods need than you do, so we urge you to use 3-1-1 whenever you see graffiti, a pothole, a broken street light — anything that needs attention. Fixing problems early saves taxpayer dollars and protects our neighborhoods.

**With 3-1-1, your City is within your reach — It's free! It's easy!**



**Average # Days to Complete**

| NoHo Neighborhood Council Area  | AVERAGE # DAYS  |          | % Completed within 5-Days |
|---------------------------------|-----------------|----------|---------------------------|
|                                 | 7/18 - 6/19     |          |                           |
| <b>REMOVAL SERVICE REQUESTS</b> |                 |          |                           |
| APPLIANCES                      | 3.5 DAYS        | ✗        | 78%                       |
| BULKY ITEMS <sup>B</sup>        | 3.7 DAYS        | ✗        | 78%                       |
| DEAD ANIMAL                     | 0.4 DAYS        | ✓        | 100%                      |
| ELECTRONIC WASTE                | 3.5 DAYS        | ✗        | 78%                       |
| ILLEGAL DUMPING                 | 7.3 DAYS        | ✗        | 65%                       |
| <b>OTHER SERVICE REQUESTS</b>   |                 |          |                           |
| GRAFFITI REMOVAL                | 4.7 DAYS        | ✗        | 75%                       |
| HOMELESS ENCAMPMENT             | 25.0 DAYS       | ✗        | 35%                       |
| STREET LIGHT ISSUES             | 10.8 DAYS       | ✗        | 52%                       |
| <b>TOTAL 3-1-1 REQUESTS</b>     | <b>5.4 DAYS</b> | <b>✗</b> | <b>73.8%</b>              |

Goal — 80% or more of 3-1-1 service requests completed within 5-days includes calendar days from "Date Created" to "Date Closed."  
<sup>B</sup> — "Bulky Items" are collected on the day of your regular refuse collection. Please have a list of items when submitting your request.

• Statistics from "MyLA311 Service Request Data" dataset posted on [City of Los Angeles Open Data Portal](#)  
 • Pamphlet sponsored by [Arts, Parks & Beautification Committee](#)  
[NoHo Neighborhood Council](#)  
 Visit [NoHoNC.org](#) or follow us on Facebook, Twitter, and Instagram



## **NC COMMS UNIVERSITY**

### **Neighborhood Council Proposal**

**Evan White PR, Inc.**  
**2724 Abbot Kinney Blvd.**  
**Venice, California 90291**

**Evan@EvanWhitePR.com**  
**NCCommsUniversity.com**  
**Phone (509) 995-9105**

Evan White PR has built a Turn-Key Communication and Outreach Plan for Neighborhood Councils, which we're calling the NC COMMS UNIVERSITY. Once enrolled, we supply the proven marketing manual that will ramp up engagement and overall interactions with neighbors.

We provide full support every month through email, phone, in-person meetings, and our Facebook group that acts as a place for communication amongst other NCs & a brainstorming wall for new fresh ideas to use in you NC. Evan White PR has established a solid foundation with the Neighborhood Council system, holding the Communications role for the Venice NC for three years. We also work with the Department of Neighborhood Empowerment (DONE) and will always work to stay within the monthly billing requirements of the NC and the Department.

We understand the budget and outreach obligations the council needs to fulfill, and we are fully capable of meeting these needs. Please see below for more information on the options.

Thank you for your interest. I am confident we can help you increase awareness for your Neighborhood Council.

Best regards,  
Evan White



## NC COMMS UNIVERSITY

### Social Media Planning & Tech Package

**Setup Cost:** \$2,225

**Monthly Cost:** \$225

#### **Overview:**

- Included in the Setup Cost each NC receives the Marketing Manual with:
- A list of DONE approved technologies and best practices to utilize them.
- Social media audit to see what you're doing that works and what can be improved upon.
- Website upgrade suggestions, technology advancements, vendor costs, etc.
- Video package, consumer tech capabilities, vendor options, costs, implementation, etc.
- Email marketing, templates, best practices, vendor options, costs, etc.
- Social Media platforms, posting, digital ads, calendaring, content, events, etc.
- Events and townhalls, planning, themes, outreach, ideas to fill seats, etc.
- Press outreach; getting coverage in and creating hyperlocal blogs, LA specific, etc.
- Election planning for 18mo, 12mo, 6mo, and 3mo before the 2021 NC election cycle.
- Printable and other physical marketing, distribution methods like walking man & more.
- Participation in the greater NC system, DONE events, email campaigns, press outreach.
- Access to the online community, and direct communications with our team as needed.

#### **Community:**

- Access to monthly webinars on topics including; email marketing, digital ads, etc.
- Weekly ideas on ways to use the Marketing Manual to effectively reach your neighbors.
- Optional scheduled time for calls and meetings to dive into planning and action items.
- Up to 1.5 hours of general support, idea generation & outreach each month.



## **NC COMMS UNIVERSITY**

### **Additional Pricing for Ala Cart/Add Ons**

- \$950 event planning and permit process followup (\*\*Additional charges may apply)
- \$850 media pitching to local outlets for events & initiatives (\*\*On a monthly basis)
- \$750 monthly social media posts to Facebook and Instagram plus engagement
- \$650 project-based video production services for community events, meetings, etc.
- \$550 logo design and seasonal/event-based social media cover images (up to 4 total)
- \$450 social media ad management where we help to spend your ad dollars online
- \$350 twice-monthly email marketing campaigns, building out templates, forms, etc.
- \$250 additional 2-hour consultation call or in-person meeting to discuss and plan.

For more information on anything quoted here, please call us directly: 509-995-9105.

As mentioned in the proposal, we fully understand the budget obligations and will work with all NCs to stay within the Departments parameters.





## **NC COMMS UNIVERSITY**

### **Neighborhood Council Package Highlights**

**1. Setup Cost: \$2,225 \*This is a one time fee**

- a. Complete Marketing Manual created specifically for Neighborhood Councils
- b. DONE approved tech and digital packages for web development and more
- c. Video and Social Media advice and tactics to grow and engage your audience
- d. Email marketing, printable marketing, public relations support, and more...
- e. Access to a PR pro who has done the job of NC Communications before.

**2. Monthly Cost: \$225**

- a. Direct communications to our team and other NC officers online 24/7/365
- b. Weekly ideas, questions, and tactics geared towards improving your Comms
- c. Reminders about other local NC events and DONE happens around LA
- d. Access to call, emails, and meetings with the team to discuss and plan
- e. Up to 1.5 hours of ideation for specific NC outreach initiatives

**Sign Up in August of 2019 to save 25% on the initial Setup Fee**

**Total Yearly Cost:**

**\$4,032.50**

**Break Down: \$1,782.50 for the first month / \$225 each month moving forward**