



OUTREACH COMMITTEE MINUTES

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

Monday, October 7, 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 7:08 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. Welcome and committee chair announcements (Maria Sosyan)

Committee Chair Maria Sosyan welcomed committee members and community stakeholders.

4. Public Comments on Non-Agenda Items

(a) Karen from non-profit “Angel Hanz for the Homeless” is looking for information regarding a possible grant from NoHo Neighborhood Council.

5. Presentation, Discussion, Possible Action: Approve \$200 monthly budget for community outreach with NoHoArtsDistrict.com. Services will include a blog/ box ad designed by the NoHo NC, which will focus on neighborhood news and council announcements. Council events will be listed in Events Calendar, which will include social media and electronic announcements for all events. Blog will be shared with nohoartsdistrict.com’s 28,000 social media followers and will run from November 1, 2019 to October 31, 2020 (Maria Sosyan).

At our 9/3/19 Outreach Committee meeting, Lisa Bianconi from NoHoArtsDistrict.com encouraged the Outreach Committee to work with her and use their website to post agendas and minutes of our monthly board and committee meetings; Information on Community Beautification Projects; and other NC-sponsored projects such as Hands4Hope, etc. Also calendar updates and blog posts.

Committee recommends renewing our prior \$200/mo. contract with NoHoArtsDistrict.com, which expired in 6/2019.

Motion brought by Russell Wolff; Seconded by Sara Cravens. Vote: (4-0-0) Motion Passes [Sosyan; Wolff; Cravens; McGrath] (to board).

6. Presentation, Discussion, and Possible Action: To join forces with the Homelessness and Public Safety Committee and the Arts, Parks and Beautification Committee and host a community Homeless Outreach/Clean-up Holiday Event (Peter Haderlein, Paula June Cantu).

Paula June Cantu is Chair of our Arts, Parks and Beautification Committee, and Secretary of our Homeless Committee. On behalf of the two committees, she provided information on an upcoming 2019 Winter Outreach/Clean-up Event (see attached flyer). Outreach Committee to help promote event on social media. Zoe Jaeger offered to follow-up with local high schools regarding possible service hours for students.

Motion brought by Zoe Jaeger; Seconded by Russell Wolff. Vote: (5-0-0) Motion Passes.

7. Presentation, Discussion and Possible Action: May 5th is nationally recognized as “Missing and Murdered American Indians and Alaska Natives Awareness Day.” In some U.S. counties composed primarily of Native American lands, murder rates of Native Americans are up to 10 times higher than the national average. In partnership with the Outreach Committee, the Arts, Parks and Beautification Committee is proposing an event on May 5th, 2020, also known as “Missing and Murdered Indigenous People Awareness Day” to help bring awareness to our community about this national issue that disproportionately affects Native Americans (Paula June Cantu).

Paula June Cantu provided information on a proposed event highlighting “Missing and Murdered Indigenous People Awareness Day” on May 5th, 2020 from 5pm to 8pm (see attached flyer).

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

8. Presentation and Discussion: To create a “Certificate of Appreciation” to award to stakeholders, non-profits, and others, who make a contribution to our NoHo community. About two years ago, the Outreach Committee drafted a sample certificate, but we never implemented the program (Rob McGrath).

Item tabled.

9. Update and Discussion: Determine date for first e-newsletter via mailchimp. The first correspondence will be a letter from the NC President, Paul Storiato (Maria Sosvan).

At our 9/3/19 Outreach Committee meeting, we discussed Web Corner to set-up widget on NoHo Neighborhood Council website to link with MailChimp. We will limit collection of stakeholder names and physical addresses on an opt-in basis only. Once the MailChimp widget is added to our neighborhood council website by Web Corner, Paul Storiato will send welcome email.

Stakeholders can sign-up on our NoHo Neighborhood Council website to be included in our e-newsletter distribution via mailchimp. Goal is for initial welcome letter from NoHo Neighborhood Council President Paul Storiato to be distributed 11/4/2019.

10. Discussion: Determine items and frequency for future mailchimp newsletters, including my 311 flyer, upcoming special NC Board Meeting, events, and more (Maria Sosvan).

Goal is for monthly frequency for future mailchimp e-newsletters.

11. Update and Discussion: To create NoHo NC 3rd Annual Community mixer. Update on venues (Maria Sosvan).

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. 2020 mixer to be held in January with catered food and beverages.

At our 9/3/19 Outreach Committee meeting, we discussed our goal is to raise awareness of NoHo Neighborhood Council with games, food, and possible giveaways. We have rental rates from TeaPop Tea House at 5050 Vineland near Otsego with 75-to-100 guests maximum. We are also considering other locations for our community mixer along Lankershim or Magnolia.

We are looking at additional locations for our community mixer (possible dates are Saturday 1/18 or 1/25 in mid-afternoon). Additional discussion at upcoming Outreach Committee meetings.

12. Update Discussion: Provide suggestions and brainstorm ways to improve outreach efforts by means of: verification via social media, frequency of social media posts, streamlined processes (Maria Sosyan).

At our 9/3/19 Outreach Committee meeting, Outreach Committee members were reminded that social media postings should be informative and factual and to avoid expressing opinions. We may also promote community events sponsored by local governmental agencies or for which there is no admission charge to attend.

Rob McGrath shared survey of 9/2019 neighborhood council usage of Nextdoor. In 9/2019, -29- of -99- neighborhood councils citywide (or 29.3%) posted on Nextdoor. In our area, NoHo, North Hollywood West, North Hollywood Northeast, Studio City, and Toluca Lake posted; Valley Glen and Valley Village did not post.

Average # of Postings - -4- in 9/2019 (range from -1- posting to -23- for Greater Toluca Lake; NoHo NC had -2- Nextdoor postings in 9/2019 vs. 1-or-2 website postings and 8-or-9 Facebook postings during the month).

About 50% of NC postings on Nextdoor are board or committee meeting agendas or announcements; 50% are news articles (see attached for list of 9/2019 articles posted on Nextdoor by neighborhood councils).

Average # of “Impressions” per posting including unique views, clicks, and opens = 455:

Hollywood Hills West	19 postings x 647 Avg Impressions = 12,290 Total Impressions in 9/2019
Encino	7 postings x 851 = 5,960 Total Impressions
Los Feliz	9 postings x 581 = 5,232 Total Impressions
Greater Wilshire	6 postings x 723 = 4,335 Total Impressions
Greater Toluca Lake	23 postings x 180 = 4,147 Total Impressions

13. Update on Board Meeting Attendance (Rob McGrath).

Rob has tracked our NoHo Neighborhood Council board meeting attendance for the past few years. Overall board meeting attendance includes speakers on agenda and public officials, so overall attendance totals may vary.

“Stakeholders” excludes count of speakers on agenda and public officials. Stakeholder attendance at board meetings held steady in 2018 and 2019 (average of -20- stakeholders at board meetings in 2018 and 2019 excluding speakers on agenda and public officials).

Average length of board meetings decreased from 2 hr. 25 minutes in 2018 to 1 hr. 38 minutes in 2019. Note that about 33% of stakeholders leave before the end of our board meeting. In 2019, we receive an average of -5- stakeholder comments on non-agenda items at each board meeting.

Also note that stakeholder attendance at neighborhood council committee meetings appears to have decreased during the past few years (for example, 9/2019 committee meeting attendance: PLUT = 2 stakeholders; Public Safety = 1; Outreach = 1 excluding speakers listed on agenda). Outreach Committee asked Rob to provide quarterly updates on board meeting attendance in the future.

14. Review and approve September meeting minutes (Maria Sosyan).

Minutes from 9/3/2019 Outreach Committee meeting were reviewed and approved. *Vote: (5-0-0) Approved.*

15. Meeting Adjourned

Meeting was adjourned at 8:25 pm by Committee Chair Maria Sosyan. Next Outreach Committee Meeting is scheduled for 11/4/2019 at 7:00 pm.

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

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

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.

OUTREACH/APB/HOMELESSNESS COMMITTEE 2019 WINTER OUTREACH/CLEANUP EVENT

IDEAS

- 2 Hour Clean Up in one of our parks/green medians.
- The ABP Committee would be responsible for bringing trash bags, gloves, water and snacks for volunteers.
- The informational pamphlets have been initiated, and printed by the Homelessness Committee.
- Community outreach could be conducted via social media.
- Volunteers would be advised not to engage persons sleeping in tents, but to offer water and the pamphlets to any receptive persons experiencing homelessness.
- Mornings are good, before it gets too warm.
- Saturdays are better because folks don't have church.
- If it's before Thanksgiving we can even have a box to collect canned food for the Interfaith Food Pantry.
- We would like to support and organize around most any date that the Outreach committee decides, barring the holiday weeks.



May 5th, 2020 5pm-8pm

The NoHo Neighborhood Council, in partnership with Rising Hearts Coalition, will be honoring Missing and Murdered Indigenous People, along with the rest of our Nation on May 5th, 2020. This event will bring awareness to the epidemic of our missing brothers and sisters.

Event Ideas:

- Keynote speaker, Jordan Marie Brings Three White Horses Daniel to inform about Missing and Murdered American Indians and Alaska Natives Awareness Day, and the extent of this issue.
- Native Drummers, Singers and Dancers perform and share their artistry.
- Film Screening (TBD) and Q & A with film maker/s afterwards.
- Families of MMIP speaking about how this has affected them and their communities.
- Prayer Circle and Candlelight Vigil
- Information on what one can do locally to help bring awareness, how to lobby your representatives to take initiatives to combat MMIP.
- Unveiling of NoHo public art piece dedicated to MMIP.
(If APB Committee secures and creates a public art piece.)

Possible Locations:

- North Hollywood Park Recreational Center
- North Hollywood Library

Budget Needs

- Water/Refreshments/Light Snacks
- Printed Informational Pamphlet
- Dancers
- Drummers/Singers

DATE POSTED	NEIGHBORHOOD COUNCIL	DESCRIPTION	# IMPRESSIONS	COMMENTS ENABLED
9/16/2019	ARROYO SECO	ARTICLE - COFFEE SOCIAL	87	N
9/26/2019	BOYLE HEIGHTS	ARTICLE - FREE BIKE CLASSES AT MARIACHI PLAZA	115	N
9/20/2019	BOYLE HEIGHTS	ARTICLE - INTRO TO PLANNING AND ZONING	160	N
9/11/2019	BOYLE HEIGHTS	ARTICLE - LAFD CERT TRAINING AVAILABLE	228	N
9/20/2019	BOYLE HEIGHTS	ARTICLE - NEIGHBORHOOD CLEANUP PROJECT	141	N
9/22/2019	ECHO PARK	ARTICLE - PREPARE FOR NEXT EMERGENCY	715	Y
9/22/2019	ECHO PARK	ARTICLE - SHOWER STOP UP AND RUNNING	933	Y
9/20/2019	EMPOWERMENT CONGRESS SW	ARTICLE - TACOS WITH COPS	447	N
9/17/2019	ENCINO	ARTICLE - ARTS ON THE MOVE	801	N
9/21/2019	ENCINO	ARTICLE - ARTS ON THE MOVE	932	N
9/6/2019	ENCINO	ARTICLE - BOOK SALE	966	N
9/5/2019	ENCINO	ARTICLE - FREE ARTS ON THE MOVE	796	N
9/9/2019	ENCINO	ARTICLE - PARKS AND BIKE ROUTES	828	Y
9/6/2019	ENCINO	ARTICLE - VOTING SOLUTIONS TOWN HALL	766	N
9/9/2019	GREATER TOLUCA LAKE	ARTICLE - BEAUTIFICATION PROJECT	200	Y
9/17/2019	GREATER TOLUCA LAKE	ARTICLE - BOARD MTG PHOTO ALBUM	181	N
9/9/2019	GREATER TOLUCA LAKE	ARTICLE - BURBANK APO NOISE TASK FORCE MTG	163	Y
9/16/2019	GREATER TOLUCA LAKE	ARTICLE - CALTRANS RECOGNIZES COUNCIL	214	N
9/25/2019	GREATER TOLUCA LAKE	ARTICLE - GTLNC NEWSLETTER IS READY	167	N
9/11/2019	GREATER TOLUCA LAKE	ARTICLE - GTLNC WEEKLY NEWSLETTER INTRODUCED	234	N
9/19/2019	GREATER TOLUCA LAKE	ARTICLE - GTLNC WEEKLY NEWSLETTER READY	207	N
9/17/2019	GREATER TOLUCA LAKE	ARTICLE - HOW VOTING CHANGING IN LA	183	N
9/2/2019	GREATER TOLUCA LAKE	ARTICLE - LA CITY POOLS OPEN	212	N
9/17/2019	GREATER TOLUCA LAKE	ARTICLE - LAPD COMMUNITY POLICE ACADEMY	198	N
9/11/2019	GREATER TOLUCA LAKE	ARTICLE - REMEMBERING 9/11	137	N
9/17/2019	GREATER TOLUCA LAKE	ARTICLE - SIGNUP FOR GTLNC WEEKLY NEWSLETTER	168	N
9/2/2019	GREATER TOLUCA LAKE	ARTICLE - YOUTH SEAT OPEN	185	N
9/9/2019	GREATER WILSHIRE	ARTICLE - LASAN BIODIVERSITY PRESENTATION	530	N
9/13/2019	HISTORIC HIGHLAND PARK	ARTICLE - 2ND VICE PRESIDENT VACANCY	528	N
9/12/2019	HISTORIC HIGHLAND PARK	ARTICLE - NEIGHBORHOOD WATCH	488	Y
9/10/2019	HISTORIC HIGHLAND PARK	ARTICLE - PLANNING COMMISSION MEETING	334	N
9/13/2019	HOLLYWOOD HILLS WEST	ARTICLE - BAN STREET SLEEPING	718	N
9/9/2019	HOLLYWOOD HILLS WEST	ARTICLE - CALIFORNIA ADMISSIONS DAY	503	N
9/11/2019	HOLLYWOOD HILLS WEST	ARTICLE - COMMUNITY AND COPS CONVERSATION	293	N
9/20/2019	HOLLYWOOD HILLS WEST	ARTICLE - LAFD EVACUATION TOWN HALL	1090	Y
9/23/2019	HOLLYWOOD HILLS WEST	ARTICLE - LGBTQ COMMUNITY FORUM	564	N
9/1/2019	HOLLYWOOD HILLS WEST	ARTICLE - MAN ARRESTED	926	Y
9/3/2019	HOLLYWOOD HILLS WEST	ARTICLE - OUTREACH CHAIR POSITION	660	N
9/17/2019	HOLLYWOOD HILLS WEST	ARTICLE - STREET CLOSURES	793	Y
9/15/2019	HOLLYWOOD HILLS WEST	ARTICLE - SUNDAY RUNYON PARK	757	N
9/25/2019	HOLLYWOOD HILLS WEST	ARTICLE - TOUR BUS ORDINANCE	863	Y
9/5/2019	HOLLYWOOD HILLS WEST	ARTICLE - VOTING SOLUTIONS TOWN HALL	637	N
9/6/2019	LOS FELIZ	ARTICLE - NEIGHBORHOOD CLEANUP PROJECT	710	Y
9/28/2019	LOS FELIZ	ARTICLE - SIDEWALK REPAIR PROGRAM OPENS 10/1	652	N
9/18/2019	MAR VISTA	ARTICLE - 6TH ANNUAL FALL BLOCK PARTY	802	N
9/7/2019	MAR VISTA	ARTICLE - DISASTER SEMINAR	981	Y
9/10/2019	NOHO	ARTICLE - 9/11 REMEMBRANCE CEREMONY	279	N
9/6/2019	NOHO	ARTICLE - REQUESTING LA CITY SERVICES EASY AS 3-1-1	509	N

YOUTH COUNCIL

DATE POSTED	NEIGHBORHOOD COUNCIL	DESCRIPTION	# IMPRESSIONS	COMMENTS ENABLED
9/16/2019	RAMPART VILLAGE	ARTICLE - WALKING TOUR	108	N
9/13/2019	VOICES	ARTICLE - JOIN MAYOR'S YOUTH COUNCIL	105	N
9/18/2019	VOICES	ARTICLE - NATIONAL DAY OF REMEMBRANCE	160	N
9/16/2019	VOICES	ARTICLE - POTHOLE/SIDEWALK REPAIR	197	Y
9/19/2019	WEST HILLS	ARTICLE - BOARD VACANCY APPLICATION PERIOD	512	N
9/4/2019	WEST HILLS	ARTICLE - CITYWIDE CAT PROGRAM	465	N
9/19/2019	WEST HILLS	ARTICLE - NEIL DIAMOND FANS	634	N
9/18/2019	WEST HILLS	ARTICLE - VACANCY ON BOARD	418	N
9/4/2019	WEST HILLS	ARTICLE - VALLEY EMERGENCY PREPAREDNESS FAIR	571	Y
9/18/2019	WESTSIDE	ARTICLE - SAFETY FAIR	726	N