



OUTREACH COMMITTEE MINUTES

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

Monday, November 4, 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. 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) Alfred (North Hollywood Park Director) spoke about the upcoming Holiday Show on 12/14/2019 from noon to 4:00 pm, and asked NoHo Neighborhood Council for our continued support of the event.

5. Presentation, Discussion, Possible Action:

Item tabled.

6. Update: 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 (Maria Sosyan).

At our 10/7/2019 Outreach Committee meeting, Paula June Cantu (Chair of our Arts, Parks and Beautification Committee and Secretary of our Homeless Committee) provided information on an upcoming 2019 Winter Outreach/Cleanup Event. 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.

Outreach Committee will continue to work with Homeless Committee to schedule upcoming Outreach/Cleanup Event.

7. Update: 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 (Maria Sosyan).

At our 10/7/2019 Outreach Committee meeting, 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.

Arts, Parks and Beautification Committee will continue to work on this event to possibly include a documentary screening.

8. Update: 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 (Maria Sosyan).

Item was tabled at our 10/7/2019 Outreach Committee meeting. DONE advised that it is okay for us to create and distribute “Certificates of Appreciation.” Rob to work on developing a “fillable” PDF certificate for each NoHo Neighborhood Council committee chair.

9. Update and Discussion: Website and digital correspondence via Mailchimp (Maria Sosyan).

Our first digital correspondence via Mailchimp was distributed on 11/4/2019 to 338 stakeholders (see attached “Letter from the President”). The letter from NoHo Neighborhood Council President Paul Storiola welcomed community members, and encouraged stakeholders to share their voices and opinions with the neighborhood council.

10. Presentation, Discussion, Possible Action: To create an online survey for our constituents, to be distributed during Q1 in 2020. In 12/2018, the NoHo NC conducted an online survey for stakeholder feedback on issues of concern for our community. 178 stakeholders participated in the online survey answering 26 questions regarding crime issues, homeless issues, development, transportation, etc.. (Rob McGrath).

After committee discussion, Rob was asked to send draft of 2020 online survey questions to Maria to forward to Paul for his help with our online survey. Draft of “20 Questions for 2020” with sample data sent to Maria on 11/8/2019 by Rob.

11. Presentation, Discussion, Possible Action: To draft promotional language for the 2020 Census Goodwill Ambassador initiative. (All).

One stakeholder has already volunteered to assist as 2020 Census Goodwill Ambassador in North Hollywood. Outreach Committee will encourage others to also volunteer to assist with 2020 census.

12. Update and Discussion: NoHo Community Mixer to be held in January 2020. Discussion on event ideas and venues. (All).

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 mid-to-late 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. 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 continue to look 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. Russell offered to DJ the event. Rob suggested a NoHo Neighborhood Council tote bag as a possible giveaway at the event, and shared a draft of suggested tote bag artwork.

13. Review and approve October meeting minutes (Maria Sosyan).

Item tabled for next Outreach Committee meeting.

14. Committee Announcements (All).

Stakeholders are encouraged to volunteer at local community kitchens during the upcoming Holiday Season.

Attendance at our 10/28/2019 “Special Community Board Meeting” with guest speakers Councilmember Paul Krekorian and Assemblymember Luz Rivas was the best of the past year for NoHo Neighborhood Council.

Rob shared a brief update on our neighborhood council usage of Nextdoor. NoHo NC had -2- Nextdoor postings in 9/2019; -7- Nextdoor postings in 10/2019 including meeting agendas and articles.

Current Average # of “Impressions” per NoHo Neighborhood Council posting including unique views, clicks, and opens = 520. 10/23/2019 posting on L.A. Metro “District NoHo” update = 752 “Impressions.”

15. Meeting Adjourned

Meeting was adjourned at 8:05 pm by Committee Chair Maria Sosyan. Next Outreach Committee Meeting is scheduled for 12/2/2019 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.

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 NoHo Neighborhood Council (nohoneighborhoodcouncil@gmail.com)

Mon, Nov 4, 2019 9:32 am

To: you [Details](#) ▾

Hello NoHo Community Members!

As I begin my second term as President of the NoHo Neighborhood Council, I want introduce you to the twenty three board members who do not seek recognition but work tirelessly to ensure your love for our community remains intact.

The continuous record of votes by the NoHo Neighborhood Council board members shows you that the majority of our community is excited about what is yet to come. Alas, these representatives from all parts of our community also carefully advise what shall remain true to the history and character of NoHo and the NoHo Arts District. The individuals who represent you are kind-hearted people who take time out of their busy lives to work tirelessly and carefully engineer a bridge from now into the future of NoHo.

In a time so important within our community, it is essential that our opinions are formed and loudly spoken. The NoHo Neighborhood Council is proud and lucky to share our opinions with our Councilmember who appreciates and respects our board. We certainly may not always agree on issues with City Hall on behalf of our community, but our comments, suggestions, and opinions have never felt unwelcome.

That said, you have the power to change our opinions. Please join us even if it's only on the committee level. We need your voice and we need your opinions. We need you to reach out to us, and allow the volume of your ideas to amplify.

Without you, we can only rely on our own personal knowledge and in a democracy, that isn't good enough.

The NoHo Neighborhood Council will never be strong enough without you. We look forward to engaging with you at future meetings.

Thank you,

Paul Storable
NoHo Neighborhood Council President