



OUTREACH COMMITTEE MINUTES

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

Monday, December 2, 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 7:04 pm by Committee Chair Maria Sosyan.

2. Committee Member Roll Call

Committee Members Present: Maria Sosyan; Russell Wolff; 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) None

5. 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 on or around Earth Day. The event will be held either on Saturday, April 18, 2020 or Sunday, April 19, 2020. (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.

Maria attended a recent Homeless Committee meeting for an update. Event is now planned for Earth Day in 4/2020. Outreach Committee will continue to work with Homeless Committee to promote upcoming Outreach/Cleanup Event on social media.

6. Presentation, Discussion and Possible Action: Discuss website and monthly email newsletter via Mailchimp. Determine information to be included in the December newsletter (Maria Sosyan).

Our 1st digital correspondence via Mailchimp was distributed on 11/4/2019 to 338 stakeholders. The letter from NoHo Neighborhood Council President Paul Storable welcomed community members, and encouraged stakeholders to share their voices and opinions with the neighborhood council.

Our 2nd digital correspondence via Mailchimp is scheduled to be distributed on 12/5/2019 with information on our upcoming 12/9/2019 NoHo NC board meeting. Also “Holiday Show 2019” at North Hollywood Recreation Center, and a link to a visual history of NoHo in the 1960s on our Instagram page.

7. Presentation, Discussion and Possible Action: Approve \$1000 for small tote bags with the NoHo Neighborhood Council logo for promotional events (Maria Sosyan / Russell Wolff).

At our 11/4/2019 Outreach Committee meeting, Rob suggested a NoHo Neighborhood Council small tote bag as a possible giveaway at upcoming events, and shared a draft of suggested tote bag artwork using our NoHo NC logo, social media contacts, and the slogan “Engage • Educate • Empower.” Maria researched local vendors with pricing around \$1 per tote bag.

Motion to amend “Up to \$1000” brought by Maria; Seconded by Russell. Vote: (3-0-0) Motion Passes [Sosyan; Wolff; McGrath]

Motion brought by Russell; Seconded by Zoe. Vote: (3-0-0) Motion Passes [Sosyan; Wolff; McGrath] (to board).

8. 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 to raise awareness of NoHo Neighborhood Council, and encourage interaction between NoHo NC board members and stakeholders.

At our 11/4/19 Outreach Committee meeting, we continued to look at 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 NC tote bag as a possible giveaway at the event.

At our 12/2/19 meeting, Maria presented an outline for the “2020 NoHo NC Community Mixer” (see attached). We will continue to discuss at our January committee meeting, and plan to present at our 1/13/2020 board meeting.

9. Presentation, Discussion, and Possible Action: Determine if there are scheduling conflicts with the January Outreach Committee meeting due to the winter holidays and if there is a need to reschedule the meeting (Maria Sosyan).

We agreed to hold our next Outreach Committee meeting on our regular meeting date of 1/6/2020.

10. Review and approve November meeting minutes (Maria Sosyan).

11/4/2019 Outreach Committee meeting minutes reviewed and approved.

Motion brought by Russell; Seconded by Maria. Vote: (4-0-0) Motion Passes.

11. Committee Announcements (All).

(a) At our 11/4/2019 Outreach Committee meeting, DONE advised that it is okay for us to create and distribute “Certificates of Appreciation” to award to stakeholders, non-profits, and others, who make a contribution to our NoHo community. At our 12/2/2019 meeting, Rob shared a sample “fillable” PDF certificate for each NoHo Neighborhood Council committee chair to be distributed in Q1-2020. We also have watermark stationery, so that each committee chair may print certificates for committee use. We plan to present at our 1/13/2020 board meeting.

(b) After committee discussion on 11/4/2019, Rob was asked to send draft of 2020 online survey questions for stakeholder feedback on issues of concern to Maria to forward to Paul for his help with our online survey. Draft of “20 Questions for 2020” sent to Maria on 11/8/2019 by Rob, and forwarded to Paul for his review.

- (c) 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; -11- Nextdoor postings in 11/2019 including meeting agendas, articles, and community impact statements.

Current Average # of “Impressions” per NoHo Neighborhood Council posting including unique views, clicks, and opens = 530.

For board and committee meeting agendas, current average # of “Impressions” = 491;

For news articles, current average # of “Impressions” = 535;

For community impact statements, current average # of “Impressions” = 613.

During past 3-months, we are the only neighborhood council to post community impact statements on Nextdoor.

12. Meeting Adjourned

Meeting was adjourned at 7:50 pm by Committee Chair Maria Sosyan. Next Outreach Committee Meeting is scheduled for 1/6/2020 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>

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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 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.

2020 NoHo Neighborhood Council Community Mixer

Goal:

To host an annual community mixer for all who work, reside, and have businesses in NoHo community.

Purpose:

To establish a meet-and-greet and encourage interaction between NoHo Neighborhood Council board members and constituents.

Date: TBD

Saturday, January 18

Saturday, January 25

Saturday, February 1

Venue:

PitFire Pizza

The Tiki Room

Groundwork Coffee Co.

Hours:

1PM - 4PM / or within this range

(In previous years, events have taken place between 12 and 2PM and 2:30 and 4:30 PM)

On site needs:

Information Booth/ Table:

- For all things Noho NC related!

Constituent Suggestion Table:

- A place where constituents can complete comment cards anonymously and submit to the NC. Perhaps also a good place for our stakeholder survey!

Raffle?

- Can we get a gift donated for people to participate in a raffle?

Budgetary Needs:

Venue - TBD (aiming for a donation)

Water and refreshments (juice and coffee) - \$100

Snacks - \$250

Entertainment - TBD (Maybe Russell Wolf!)

NoHo NC goodies - pens (already have), totes (request to be put in)

Additional needs?