

# Historic Highland Park Neighborhood Council

## Minutes of the Joint Board and Outreach Committee Meeting

Monday, July 1st, 2019 7:00pm-8:30pm  
Coco's Bakery Restaurant  
6040 York Blvd  
Los Angeles, CA 90042

### 1. Call to Order / Llamada al Orden

- **7:03 pm Call to order**

### 2. Roll Call / Llamada de rol

- **Nancy Verma, Prisma Juarez, Estrella Sainburg, Mary Prickett, Gemma Marquez, Stephanie Maynetto-Jackson, Mauro, Rick Marquez**

### 3. [5 min.] Public Comments on Non-Agenda Items Only (Limited to 5 minutes max.; 1 minute per speaker) / Comentarios públicos sólo sobre elementos que no pertenecen a la agenda (Limitado a 5 minutos máximo; 1 minuto por orador)

- **Gemma Marquez gave public comment. Linda Phelps no longer has the keys to the storage unit. Tomorrow at 10 AM City Hall is voting on Sunset Beer and Gemma was upset that the board did not bring it up.**
- **Mauro then spoke and said that he knows Linda Phelps and he thinks that the board should pick up the mail. Regarding the liquor license, Mauro said that some businesses would not be successful if they did not have beer and wine.**
- **SuzAnn spoke to the board and explained why the key was changed because of where Melanie lives.**
- **Stephanie stated that the key is government property ultimately and unauthorized opening of mail can be a federal penalty but that Linda Phelps can be considered for another form of volunteer work with HHPNC.**
- **Estrella said that she would like to have the social media cover the alcohol meetings.**

### 4. [1 min] Motion to adopt agenda. / Moción para adoptar agenda.

- **Nancy motioned, Mary seconded. Mauro abstained. Everyone else approved.**

5. [10 min] HHPNC Treasurer will discuss the budget available for the Outreach Committee as well as the projected annual budget and the inventory. / El Tesorero de HHPNC analizará el presupuesto disponible para el Comité de Alcance, así como el presupuesto anual proyectado y el inventario.

- **Nancy presented to the committee about the budget and our roll over for this year. There is almost a \$2K rollover. There is an increase in the fee for the Senior Center of 70%. Public storage is \$4,800/year. Because of the increased expenses we are looking to move the storage unit to a cheaper. Nancy handed out the inventory list. Asked the board to be more specific about the events that they want to use for outreach events. It was suggested that any social media expenses could possibly go in admin like the mail and website expenses do. Right now the allocation is \$10K for Outreach. There was a suggestion about finding another place for the meeting that is free. Mauro suggested the library and Police Museum and Stephanie said that we would put this on the list of places to consider. Stephanie suggested looking for both a possible primary and secondary location for the future. Mr. Marquez had comments on how we should be running the budget.**

6. [5 min] Discussion on the possible requirements to meet to remain on the Outreach Committee in order to ensure full participation as well as maintaining no more than 5 current board members. / Discusión sobre los posibles requisitos para cumplir para permanecer en el Comité de Alcance con el fin de garantizar la plena participación, así como mantener no más de 5 miembros actuales de la junta.

- **We can have as many stakeholders as we want. Today is a joint board and outreach committee. Mauro suggested the President not be on the committee.**
- **Estrella had a hard time committing knowing what she was in for.**
- **No changes will be made.**

7. [5 min.] Discussion and motion to elect the Chair and Co-Chair of the Outreach Committee. / Discusión y moción para elegir al Presidente y Co-Presidente del Comité de Alcance.

- **SuzAnn motions that Stephanie will be the chair of the Outreach committee. Mary seconds. Nancy Verma abstains. The rest of voted for Stephanie.**

8. [10 min] Discussion on possible town hall meeting ideas and vision day for the 2019-2020 fiscal year. / Discusión sobre posibles ideas para reuniones municipales y día de visión para el año fiscal 2019-2020.

- **Stephanie suggested that we do a town hall with elected officials. Mauro suggested that we need to get more people to attend the board meetings. Mr. Marquez thinks that people do not come because there is no teeth at the meetings. SuzAnn suggested we do a Vision day to find out what the community cares about. Mauro suggested have board meetings on the weekend. Gemma suggested that we do a town hall on the quality of life. Prisma suggested that we have a box at the board meetings for people to suggest what they care about.**

9. [15 min] Discussion on possible outreach solutions to engage the community, upcoming events within the community to include ongoing Summer Night Lights program, and ideas on events to host within the community. / Discusión sobre posibles soluciones de divulgación para involucrar a la comunidad, próximos eventos dentro de la comunidad incluyendo el programa Summer Night Lights, e ideas sobre eventos para organizar dentro de la comunidad.

- **Estrella thinks that we should be going door to door to get people to come out and have no budget for outreach since we can do personal outreach. Stephanie disagreed and thought we should have a budget. SuzAnn also agreed that we should have some sort of budget for outreach. Mary suggested having a calendar for events for future calendar dates so people can plan. Gemma suggested an event for us to go to. Estrella suggested that we make permanent flyers that we put in stores. Rick said there is a display case at some of the schools where we could put the flyers.**

10. [5 min] Discussion and motion to create the HHPNC Pamphlets that were approved by the board. / Discusión y moción para crear los Folletos de HHPNC que fueron aprobados por la junta.

- **The previous board created this pamphlets. These are outdated and need to be updated. Mr. Marquez said we should have credit when we give money we should get recognition. Mauro said that advantage of having the committee on the brochure is that people will recognize.**
- **SuzAnn motioned to change this to say that we update the current flyer. Mauro seconded. It unanimously passed.**

11. [5 min] Discussion and motion to assign a committee member to request quotes on name plates/tags for the board. / Discusión y moción para asignar un miembro del comité para solicitar citas en placas de identificación / etiquetas para el tablero. /

- **Stephanie motion that Estrella will be in charge. Mary seconded. Passed Unanimously.**

12. [9 min] Discussion and possible recommendation to the board to participate in El Mercado Event (NELA Art Walk) held on Aug 10<sup>th</sup>, 2019. Discussion on the logistics for “El Mercado” community event. / Discusión y posible recomendación a la mesa directiva para participar en el Evento El Mercado (NELA Art Walk) celebrado el 10 de agosto de 2019. Discusión sobre la logística del evento comunitario “El Mercado”.

- **HHPNC will be able to get a free booth. Gemma suggested that we make t-shirts for the event. We discussed the possibility of doing new shirts. Mary and Estrella will organize this if the board approves. Estrella motions to recommend the board participate in El Mercado Event + \$500 to print t-shirts for the event and future events. SuzAnn seconded. Motion passed unanimously.**

13. [10 min] Discussion on neighborhood council website/emails/social media accounts and their functions as well as impact on our presence throughout the community. Approving a current, secondary, and an alternate account manager for Highland Park Neighborhood Council Social Media accounts. / Discusión en el sitio web del consejo de vecindario / correos electrónicos / cuentas de redes sociales y sus funciones, así como el impacto en nuestra presencia en toda la comunidad. Aprobar un administrador de cuentas actual, secundario y alternativo para las cuentas de medios sociales del Consejo Vecinal de Highland Park.

- **Kristina Smith is the one that is currently running the email list and website. Stephanie suggested that we have more than the President should do reports. SuzAnn agreed. Gemma agreed to send some comments on the websites. SuzAnn will help tell her what should be on the site. Mary said that we should have some sort of response back once people sign up. SuzAnn suggested that we send less emails. SuzAnn will stay and Mary has suggested that she could be another name. Mr. Marquez suggested that we get on Next Door. Stephanie is going to speak to John at Empower about this. Mr. Marquez suggested that we put social media links at the top.**

14. [5 min.] Discussion and possible recommendation to the board to approve funding for social media account advertising throughout fiscal year 2019-2020. / Discusión y posible recomendación al consejo para aprobar la financiación de la publicidad de cuentas de redes sociales durante el año fiscal 2019-2020.

- **There was the suggestion that we just boost posts in general. Prisma suggested that we ask other pages to post about the meetings. SuzAnn motions to recommend to the board to spend up to \$300 for the next three months on social post boosts. Mary seconded. Passed unanimously.**

15. New Business / Nuevos temas

- **Mary brought up the discussion about having kids paint windows in the community of businesses.**

16. Adjournment

- **8:41**