

**HISTORIC HIGHLAND PARK NEIGHBORHOOD
COUNCIL**

Post Office Box 50791
Los Angeles, CA 90050
<http://www.highlandparknc.com>
Certified as NC #33 May 28, 2002

**CITY OF LOS
ANGELES**

**DEPARTMENT OF NEIGHBORHOOD
EMPOWERMENT**

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Los Angeles, CA 90012
Telephone: (213) 978-1551

OFFICERS

President	Estrella Sainburg
First Vice President	VACANT
Second Vice President	Jeannie Park
Treasurer	VACANT
Secretary	Robert Diaz

DIRECTORS AT LARGE

Emily Aldrich, Mary Allison, Brendan
Cronshaw, Theresa M. Elorriaga, Christina
Esquibel, Renee Garcia, Elizabeth Kerstein, John
O'hara Marv Pickert Marv einh Roohan Mirtala



COMMITTEE CHAIRS

Budget & Finance	VACANT
Executive	Estrella Sainburg
Land Use Co-Chair	Mary Allison
Land Use Co-Chair	Brendan Cronshaw
Outreach Co-Chair	Jeannie Park
Outreach Co-Chair	Renee Garcia
Rules	VACANT
Public Safety	MaryLeigh Roohan
Sustainability	Emily Spokes
Youth and Education (ad-hoc)	Robert Diaz

Historic Highland Park Neighborhood Council

Notice of Historic Highland Park Outreach Special Meeting MINUTES
22 October 2020 @ 7:00 PM
Zoom Meeting Online or By Telephone
Dial (669) 900-6833 to Join the Meeting
Then Enter This Webinar ID: 838 4935 4550 and Press #

MINUTES

1. Welcome, Call to Order, and Roll Call
 - a. Not present: $\frac{1}{2}$ MaryLeigh (stepped down from Committee at Special Meeting); Mauro Garcia
 - b. Present: Renee Garcia, Jeannie Park, Julia Mockeridge, Mirtala Sanchez. Mary Pickert joined later. Quorum established.
 - c. Julia monitored comments, Renee took minutes and did timekeeping.
2. Discussion and motion to approve agenda (5 min). *Agenda approved.*
3. Discussion and motion to approve Outreach Committee meeting day and time (5 min). *Julia moves to returning to 2nd Thursdays at 7. Jeannie seconds. Unanimous.*
4. General Public Comments on Non-Agenda Items – Comments from the public on non-agenda items within the Board’s jurisdiction (Limited to 10 min, max 2 min per speaker). *Renee suggests translating agenda items into Spanish and other languages. Julia asked if the Board offered. Jeannie will ask John Darnell about City translation services. Estrella said that requests need to be submitted before the meeting for a specific number of hours. Mirtala suggested adopting new technology to increase access, such as QR codes. Renee suggested using census data to determine additional languages. Jeannie moved to form a small*

committee comprising Renee, Mirtala, Jeannie and Maura Murphy-Barosse who was previously on the Outreach committee offered to assist. Julia seconded. Unanimous.

5. Discussion and possible action to ensure accessibility to Zoom Board meetings to diverse stakeholders (e.g. translation services) 10 min. *John Darnell confirmed that the City Clerk has a limited budget for translation - \$60,000 - after which the Board would have to pay for it. Provide only upon request?*
6. Discussion and possible action regarding Canva graphic software package account (5 min). *As the only current account holder, Julia uses this for social media accounts such as Twitter, but Canva does not link directly to Instagram. Julia has cleaned up duplicate items and Mary noted that the Council has standardized templates too to streamline communications. Most of the committees have templates, including Outreach. AnneMarie was our DONE contact. Julia moved to add Mary and Renee to the account. Jeannie seconded. Unanimous.*
7. Discussion and possible action regarding sharing website administrative rights with Webmistress Kristina Smith (5 min). *Jeannie said the most immediate benefit would be for uploading the agenda. Mirtala asked how agendas are posted now. Mary said that Kristina offered access to WordPress. Mirtala - sounds Renee - sounds like a good idea if Kristina asked. Julia suggested bringing it up with the Executive committee. There was no public comment and Jeannie agreed to bring this up to the Exec committee.*
8. Discussion and possible action regarding Town Hall with Kevin de Leon (M. Pickert) - *Mary reported there was no specific format or date yet. Her idea was to solicit feedback from the public. The event would be 60-90 minutes. There was no public comment. There was no motion, since Mary has agreed to continue discussions. Mary will ask for support with graphics, social media as needed.*
9. Discussion and possible action regarding Covid-19 awareness (e.g. lawn signs and other signage; masks, hand sanitizers). (M. Pickert and J. Park). *Mary was inspired by lawn signs she saw in Eagle Rock. Her idea is to use CDC graphics. There was a short discussion on the need to translate the materials. Jeannie reported that the approximate cost for an inside bus placard would be \$30 for four weeks, multiplied by 10-15 buses. Julia was involved with the latest PPE distribution with CD14 at Veterans Square. We would need to partner with volunteers. There was a discussion on advertising on SM and our website. Mirtala asked if we should partner with other groups that already do this. Renee noted that the limited run of buses is a cost concern. Lawn signs last longer. We could press on social media. Mirtala said we should be more intentional about giving PPE to people who need it most. Julia agreed that we should be intentional about what we're doing. Renee pointed out that there were two threads - actual giveaways and promoting awareness. Jeannie did not know how many CD1 PPE packages are available. This could be a possible budget item when the Treasurer is elected. There was no motion as Mary and Jeannie agreed to do more research.*
10. Discussion and possible action to compile directory of community partners, Council Office contacts (5 min)
Julia Renee - create another subgroup to create the Google Sheet - one for say elder, youth, Mary - post on website. Estrella would like to have resources for public available on website. Cross committee. Mirtala - email the chairs of the other committees and see if they have anything already. Julia - will check on SM accounts to see who else. Other NCs.
Julia - moves to compile to partners, contacts, community resources. Jeannie - second

Mary - who is leading the subgroups. Renee offers to start up a document. Maura to send list. Mary to reach out to Estrella. Jeannie to reach out to

11. Food distribution report (J. Park)

Jeannie delivered the following statement from the Board: On October 1, the Neighborhood Council reaffirmed its approval of spending \$6000 for the distribution of groceries and ready to eat meals to the community. The funds were approved as follows: \$3000 will go to the company Everytable and \$3000 for groceries to be purchased from York Stop Market, Hi-Ho Market, La Tropicana, Uno Produce Market, Ralphs Country Store, and Cali Mex Market. A team of board members is working together to coordinate the project and ensure that food makes it into the hands of community members as soon as possible. The \$3000 dollars for Everytable will purchase 500 meals, including delivery and tax fees. We will need to decide on a distribution location and date and notify the company at least 72 hours in advance. The funds for grocery stores is equally divided among the 6 grocery stores and must be used for groceries. We are reaching out to non-profit organizations in our community that primarily have food giveaway experience, as to ease the process and avoid further delays. Once a new Treasurer is appointed and trained, HHPNC can start processing payments using the invoices from the vendors and the BAC for encumbered funds. At the moment, HHPNC is limited to \$333 a month for office/operational payments until a new Treasurer is appointed and trained. We invite you to email info@highlandparknc.com if you have questions or ideas for this project! Per our initial vote in July, the food to be purchased is intended for those most in need in our community. Our goal and commitment is to facilitate an inclusive, equitable, and accessible food distribution.

Maura asked if some of the funding needs to go through a 501c3. Jeannie affirmed that EveryTable was the fastest route. Julia pointed out that our hands were tied until we get a Treasurer. Mary said we could put together a plan while we waited for a Treasurer. There was a suggestion to have a Plan A (split November and December) and a Plan B (both EveryTable and six grocers in December) pending the Treasurer's appointment. Julia mentioned that a previous event at St. Ignatius was successful. Mary stressed the need for a community partner to come up with items to purchase. Renee suggested that we wait for the Treasurer and to build up the community database for potential partners. Jeannie agreed to reach out to St. Ignatius.

12. Discussion and possible action regarding Thanksgiving activities (10 min)

Jeannie suggested expanding discussion to general holiday activities. CD 1 had turkey giveaway last year. Previous Board wanted to set up a calendar. Traditional events include the CD14 holiday lighting in Veterans Square and the holiday parade, one of LA's oldest traditions. Many organizations were likely to request funding. Julia cited the need for 3 months in advance planning to allow for items to be sent to the Executive Committee then to Board. The committee agreed that holidays were a chance to interact with our community and increase engagement. Arroyo Seco NC is still planning turkey giveaway. Jeannie asked about distributing turkeys through mutual aid organizations if donated. Julia suggested partnering with other elected officials - Hilda Solis, Jimmy Gomez - to see what they're planning. Mirtala asked if there was nothing else we could do for December. There was a suggestion to solicit photos from Board members and general public to post on our website and SM - "How do you celebrate the holidays Highland Park style?" Renee pointed out that the City is having seminars on our SM policy. Mary said she would ask John Darnell about the City policy on posting pictures. Jeannie moved to explore the City's social media policy and bring back the calendar idea to the Board. Julia seconded. Unanimous.

13. Discussion and possible action regarding onboarding process for new members (5 min)

Currently, Estrella/Robert forwards applicants to Mary, who sends out a letter of what to expect. Then Mary sends a more comprehensive email about next steps. She started doing so this summer because there was nothing being done. Previous president may have done something similar. Julia asked if this is something for the Outreach Committee. Jeannie said

she suggested taking this up because of her own experience, and because she would appreciate a "buddy".

Renee suggested that onboarding was something for the Exec Committee. Outreach might be better suited for soliciting candidates. Mary pointed out that blurring of committees happens easily. Julia read the mission statement for Outreach. We are the public face of Council. Outreach can continue to spread awareness, put up a copy of the process of applying on the website and introduce ourselves to the public. Julia warned about Outreach taking too much on. There was discussion about Board members needing to be more engaged with the public. Mary said she could continue to do the initial contact with applicants. Jeannie agreed to push the process afterward back to the Executive committee. No motion.

14. New Business

Mary brought up spring elections. Jeannie moved to add that as an agenda item next meeting. Julia agreed to do some research in light of the City's decision to vote by mail next spring. Since Robert had asked for public comment, Julia will submit her findings as a future agenda item.

There was a discussion about approving minutes from our August meeting. Julia will see about submitting agenda items from the past. We could post draft minutes for reference, not for approval, as only Mary and Julia were present.

*Jeannie to review by-laws about adding another member - Board or community.
Agenda items for Nov. 12th due by Friday the 6th.*

15. Adjournment - 9:54 PM