

Notice of Outreach Special Committee Meeting Minutes **Friday, August 20, 2021 @ 6pm Zoom**
 Meeting Online or By Telephone
 US toll-free call-in number 877 853-5257 to Join the Meeting
 Then Enter This Webinar meeting ID: 88049728785 and Press #

MINTUES DRAFT

(Abstentions are neither in favor nor in opposition)

1. Welcome, Call to Order

Time: 6:10pm

2. Roll Call

Present: Robert, Albert, Maura
Not Present: Shanna, Terence

3. Discussion/Possible motion: motion to approve Last Meeting Minutes 7-30-21

Public Comment: None

Maura motions to approve the 7/30/21 HHPNC Outreach Committee Minutes.
 Albert seconds.

Member	For	Against	Abstain	Recused	Ineligible	Absent
Shanna						X
Robert	X					
Terence						X
Albert	X					
Maura	X					
Total	3	0	0	0	0	

Motion carries.

4. Discussion/Action: Motion to approve agenda

Maura: Adjust to include Community Rolodex, Literacy Project, Website Meeting Minutes

Maura motions to approve the HHPNC Outreach Committee Agenda with adjustments.
 Albert seconds.

Member	For	Against	Abstain	Recused	Ineligible	Absent

Shanna						X
Robert	X					
Terence						X
Albert	X					
Maura	X					
Total	3	0	0	0	0	

Motion carries.

5. General Public Comment on non-agenda items (2min per individual)

No public comment.

General Public Comment made during #7: Tawny: Redistricting meeting on Saturday, August 21. Can attend in-person, one location is Eagle Rock.

6. Discussion/Possible Action: motion to approve new web page, presented by Kristina Smith

Kristina: Home page is currently cluttered – showed two alternative options: horizontal box interface for news items or vertical scroll feed. Events page that automatically syncs with Google Calendar. Instagram feed that automatically syncs. Showed Del Rey calendar option with easy-access links and resources page. Would want a panoramic-style neighborhood photo(s) for home page. Committee agreed on Wix Template that Kristina can start working on. What pictures will we use. Maura: Arts Ad Hoc agreed to take photos and requested shot list. Robert: Outreach committee members will send him shot list ideas for him to share. Kristina: Google docs integration on web site, get first year up then add backlog as needed. There will be a Spanish site translation. Kristina will prepare draft website with new template and analytics for next meeting.

7. Discussion/Discussion: next door update.

Kristina: We’ve been doing some nextdoor activity. Historic Highland Park NC has 11,976 nextdoor members. Need to decide what should be posted on platform.

Public Comment: (see #5)

8. Discussion/Discussion: Albert and social media update

Albert: working on accounts for last two weeks, so far only posting information posts, not a lot of engagement. Noticed photos of the community have done well in the past, that would probably help with overall engagement on social accounts. Maura: Albert please share your picture list with Arts Ad Hoc.

Robert: suggests doing certain days for blasts. Albert: sometimes it will vary no matter what, but yes any amount of putting a schedule in place would be great. Planoly has not been set up yet, not yet found it necessary. Kristina: check newsletters on website for social content ideas.

Kristina; email blasts currently 2x month. Current format still okay.

Public Comment: No

9. Discussion/Discussion: Digital Media Policy

Albert has reviewed and does not need any additional information at this time.

10. Discussion/Discussion: food drive details, 8-27-21 from 3-5 at Sycamore Four Square Church, volunteers for bagging produce, and helping out with event

Robert: Need help with bagging produce. Camille: Might be available to help and may know other people interested in helping (approximately five people)

Robert: There will be another Drive in September and October

Robert: Contacted by another NC to participate in next two events

Public Comment: No

11. Discussion/Discussion Possible Action: motion to approve budget for production of outreach cards: Shanna

Robert: Shanna is not present to discuss. Discuss at next meeting for purchase approval.

12. Discussion/Discussion: Review Analytics

Kristina reviewed the website analytics. 7746 page views and 2889 visitors to website over the last 30 days. Kristina: this is a little bit above average, but overall neighborhood councils have been getting more attention recently due to a variety of factors. The analytics can show which committees and meetings are getting the most interest and participation due to website hit for agenda and link viewing

Kristina can provide monthly analytics comparisons moving forward for Outreach

12A. Community Rolodex Update, Literacy Club Update, Meeting Minutes

Maura gave a Community Rolodex project update. 81 of 163 entries have been tagged for committee affiliation. Robert will go in and assign remaining contacts. Then we'll share segments with committees for their use and updating. Plan to maintain larger list as a community resource on the website, but first we must do outreach to contacts for listing-on-website approval.

Literacy Club: Let's re-start this project from scratch so it's not affiliated with last year's holiday budget. And let's put project on the backburner if there's a new logo in development.

Many months of past Outreach Committee Meeting Minutes didn't make it to Kristina. Robert will check Google drive and contact Renee if needed.

Public Comment: No

13. Discussion/Discussion: review (if needed) the budget 2021-2022

\$3,500 currently allocated to Outreach Committee. Public can access NC financial dashboard at <https://cityclerk.lacity.org/NCFundPortal/Dashboard.html>

14. Discussion/Discussion: The idea of Webinars

Robert: possible topics like “How to fill out an application”, there’s a flexibility with a webinar that doesn’t exist with a formal meeting. Camille: can we bring in non-board-members to present a webinar? Robert: yes. Kristina: past Youth & Education Webinars are posted on the website, so they can be viewed after event and ongoing. Webinar time length is varied. Robert suggested the committee consider topics and share.

15. DISCUSSION/POSSIBLE MOTION: The Mercado Art walk October 9th 4-9

Robert: El Mercado event postponed from August to October. Maura: Arts Ad Hoc mentioned having a representative at the table and perhaps having some sort of interactive art-related element. Robert: If COVID precautions allow, that sounds great, will be in contact with Ramona.

16. DISCUSSION/POSSIBLE MOTION: Motion to appoint 3 new members (stakeholders) to the HHPNC ORC

Camille Demano (Board Member) asked to join Outreach Committee.

Albert motions to approve Camille Demano joining the Outreach Committee.
Maura seconds.

Member	For	Against	Abstain	Recused	Ineligible	Absent
Shanna						X
Robert	X					
Terence						X
Albert	X					
Maura	X					
Total	3	0	0	0	0	

Motion carries.

17. NEW BUSINESS

No new business

18. ADJOURNMENT

Time: 7:52 pm

Albert motions to adjourn.
Maura seconds.

Member	For	Against	Abstain	Recused	Ineligible	Absent
Shanna						X
Robert	X					

Terence						X
Albert	X					
Maura	X					
Camille	X					
Total	4	0	0	0	0	

Motion carries.