

COMMITTEE MEMBERS:

Brandi D'Amore
Shauna Frente
Asher Landau, Vice Chair
Tom Meredith, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
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COMMITTEE MEETING MINUTES

Outreach Committee

Monday, February 7, 2022, 6:30 PM
Webinar ID: 848 1818 1504
<https://us02web.zoom.us/j/84818181504>

Meeting start was delayed by technical difficulties

Welcome

7:05 PM start

1. Roll Call

Attending

Shauna Frente Tom Meredith Brandi D'Amore Asher Landau

2. Approval of Minutes

Motion passes.

Motion Made: Motion to approve January '22 Minutes

Motion: Brandi D'Amore **Second:** Tom Meredith **Vote:** Yes-4, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Asher Landau Brandi D'Amore Shauna Frente Tom Meredith

3. Public Comment on items not on the Agenda (2 minutes each)

None

4. Continue discussion of roles requiring Committee member's leadership including, but not be limited to, Vice Chair, website administration, social media responsibilities, adjacent NC liaisons (e.g. LFNC, CHNC, EHNC, etc.), etc.

After brief discussion, Asher Landau agreed to serve as Vice Chair of Outreach committee, pending confirmation vote in Full Board. Group discussed the parameters entailed as a liaison between HUNC and external organizations, specifically in regard to M. Landau's relationship with Hollywood Food Coalition (possible conflicts of interest, definition of dual roles, overlapping board meeting schedules, etc.)

5. Post-event discussion of recent outreach table with volunteers at Hollywood Farmer's Market. Discuss and possible motion to schedule the next tabling on Sunday, February 27.

Tom Meredith started discussion as to whether or not the outreach event was successful. Mr. Meredith pointed out several of the positive aspects.

Brandi D'Amore felt that soliciting of passersby was at times too aggressive (or potentially perceived as such), especially in regard to intercepts of female shoppers by male HUNC members.

General agreement that HFM's clients/visitors are largely residents outside HUNC's borders, and as such, we should consider exploring presences at comparable functions in other locations (East Hollywood Market, Easttown, etc.)

Committee agreed to table the HFM at least one additional Sunday in the near future, hopefully with the presence of other members of the greater committee.

6. Update on outreach commitment for nominees for open Board seats. Review each Outreach Committee member's individual outreach, discuss what is most effective and what does not work.

Group discussed the potential nominees for open board seats and their pending decision. Technical hurdles addressed regarding outreach actions and materials promoting said positions (Mr. Meredith's difficulty with new Mail Chimp blast, logistics of access to HUNC's communal printer at fire station).

Action: Tom Meredith pledged to send out a fresh Mail Chimp blast within 48 hours).

7. Update on City's positions, guidelines and restrictions to HUNC board members' participation in homeless count, engagement in encampments and ability to print informational materials that include non-City entities.

Brandi D'Amore shared that responsible parties were still undecided as to the degree and nature of HUNC member participation in the postponed, still-pending homeless count sponsored by the City, and that updates would not be available in time to present at the full committee meeting the following week.

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8. Update and review of current content to be included in, and possible motion to, recommend for Board approval of up-to \$500 for design and printing of new tri-fold informational flyers.

General consensus was that flyer was desired by the committee, but that any decision must be tabled until the specs of the new updated flyer design have been firmed up.

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9. Update and review and possible motion to recommend board approval of HUNC survey covering NC awareness and crime attitudes and experience.

This item was also tabled due to limitations with current members' mastery of the program GoDaddy since the departure of Theresa Gio.

10. Discuss planning and executing a tree and plant give-away with cooperation of LA Trees, possibly to schedule around Earth Day, April 22. Identify an Outreach Committee lead and next-steps.

Tom Meredith re-asserted enthusiasm for a tree-planting project potentially in time for Earth Day, but that it would require significant initiative and commitment from a board member willing to take the lead. Ms. Frente expressed that she would be happy to make such a commitment pending schedule allowance, though most likely not in time for Earth Day.

11. Committee Member announcements on items not on the Agenda

Tom Meredith proposed the arrangement of Q & A forums as an interface between the public and candidates for multiple levels of upcoming local elections, most likely through Zoom. He shared that HUNC has tapped other NCs for possible collaboration in the forum, but that we've received no response except from Hollywood Hills West, whose president asked HUNC to co-host the proposed forum.

12. Old/Ongoing Business

Brandi D'Amore inquired as to whether Asher Landau updated HUNC's business database, or would be doing so in the future. Mr. Landau withdrew his offer of performing this task.

13. New/Future Business

Adjournment at 9:09 PM

Reconsideration: The Board may reconsider and amend its action on items listed on the agenda if that reconsideration takes place before the end of the meeting at which it was considered or at the next regular meeting. The Board, on either of these two days, shall: (1) Make a Motion for Reconsideration and, if approved, (2) hear the matter and take an action. If the motion to reconsider an action is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting: (1) A Motion for Reconsideration on the described matter and (2) a [Proposed] action should the motion to reconsider be approved. A Motion for Reconsideration can only be made by a Board member who has previously voted on the prevailing side of the original action taken. If a Motion for Reconsideration is not made on the date the action was taken, then a Board member on the prevailing side of the action must submit a memorandum to the Recording Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall all be in compliance with the Ralph M. Brown Act.