

## COMMITTEE MEMBERS:

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



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL  
Certified Council #52,  
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## COMMITTEE MEETING MINUTES

### Outreach Committee

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

Welcome

**6:33 PM start**

#### 1. Roll Call

##### Attending

Shauna Frente      Tom Meredith      Brandi D'Amore      Asher Landau

#### 2. Approval of Minutes

**Motion Made: Motion to approve February '22 Minutes**

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

##### Yes

Asher Landau      Brandi D'Amore      Shauna Frente      Tom Meredith

#### 3. Government/Departmental comments - (2 minutes each)

**None**

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

**None**

#### 5. Discussion of existing strategies and potential new strategies for social media outreach, including the frequency and content of posts

**Vice Chair Asher Landau presented a PowerPoint slideshow showcasing most effective ways of using Instagram for community engagement, providing metrics of uses and results of IG posts by Los Feliz and Atwater Village NCs. Brandi D'Amore suggested she should shift IG and FB duties to Mr. Landau.**

#### 6. Discuss and possibly recommend that a schedule be created to rotate board members as HUNC reps to Argyle Civic Association meetings

**Shauna Frente committed to attending the Argyle Civic Association (ACA) meeting for March 29th, and volunteered to be HUNC's ongoing rep, her future schedule permitting.**

#### 7. Discussion on whether to use image of the mountain lion of Griffith Park, P-22, on outreach items

**Committee expressed a warm approval of the beast as an icon of neighborhood spirit. Chair Tom Meredith avowed he would contact George Skarpelos/Media Art in order to generate some graphics/layout options.**

#### 8. Discussion of plans for event(s), promotional items with 20th anniversary symbol, and/or messaging for Hollywood United 20th anniversary as of October '22

**Committee considered new swag items, possible HUNC bus bench posters, a scavenger hunt. Question was raised as to whether CD4 and/or 13 would/could provide prizes for this last event.**

9. Discussion and possible action to have board/committee members send out Open Seat information to a minimum of people and provide email addresses for follow-up

**Brandi D'Amore urged that all board members should be held accountable for ongoing, mandatory recruiting efforts as bylaws indicate board members are to do outreach. She suggested that at Full Board, members be required to do outreach on the open seats, pointing out that even limited personal networking of 2 contacts per week require minimal effort and would result in an exponentially increased sphere of reach. She moves to bring this proposal (2 contact minimum) to full board.**

**Motion passed.**

**Motion Made: Motion to recommend to have board/committee members send out Open Seat information to a minimum of people and provide email addresses for follow-up.**

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

**Yes**

Asher Landau      Brandi D'Amore      Shauna Frente      Tom Meredith

10. Update on HUNC co-producing CD13 candidate forum, including, but not limited to, production partners, schedule and online versus in-person format.

**Tom Meredith recapped as follows: HUNC and Hollywood West are locked in, while Los Feliz is interested in participating but not committed. Exact dates are still not available, but as the Primary falls on June 6th, there is a possibility the event will be in-person. An ongoing priority is that the event will be an equal opportunity platform for all candidates; ideas as to how to facilitate this will be appreciated.**

11. Discuss and possible motion to schedule the next tabling at Hollywood Farmer's Market on Sunday, March 27.

**Committee generally felt it would be worth pursuing at least one more table presence at the Hollywood Market, with the provisos that we try different staffing and intercept approaches. Members floated again the desirability of exploring other markets (East Hollywood, Thai CDC), and Tom Meredith volunteered to recruit reps from the full board.**

**Mr. Meredith moved to continue HUNC's participation for at least one more month; Shauna Fren  seconded.**

**Motion passes.**

**Motion Made: Motion to schedule the next tabling at Hollywood Farmer's Market on Sunday, March 27.**

**Motion:** Tom Meredith      **Second:** Shauna Frente      **Vote:** Yes-3, No-0, Abstain-1, Recused-0, Ineligible-0

**Yes**

Asher Landau      Shauna Frente      Tom Meredith

**Abstain**

Brandi D'Amore

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

**Board is still waiting on pronouncement from the City on all of the above; discussion tabled.**

13. Update and review of current content to be included in, and possible motion to advance to Board the cost of design and printing of new tri-fold informational brochure, not to exceed \$500.00.

**As this item is contingent on the unfolding of unresolved item above (encampment protocols), this item was also tabled.**

14. Discuss and possible motion to advance to full board the Outreach committee approved survey covering NC awareness and crime attitudes and experience, as well as possible scheduled, limited question polls on specific issues as discussed by Executive Committee distributed via social media, such as Nextdoor, etc.

**Tom Meredith reported that in its last meeting, the Executive Committee floated ideas for a social media survey tool for polls, and had expressed interest in a Google survey tool that has flowchart options for a more robust polling series. He also requested that the committee submit questions for the survey that would be representative of concerns in members' respective areas.**

15. Update on planning and motion to advance to Board a plant give-away with cooperation of City Plants and Griffith Park on Saturday, May 7.

**Tom Meredith gave a recap of the roots of his interest in this project and the progress he'd made in trying to pursue it. In 2018, a group called LA Trees planned an event in which residents were given potted plants in an effort to beautify the city. For reasons unknown, this event never came to fruition, and LA Plants has seemingly dissolved. Through some research, Mr. Meredith unearthed an entity with a similar mission, entitled City Plants, but as of his report this concern had failed to return his communications.**

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***Mr. Meredith reported that he had taken the liberty of placing a hold on an area in Griffith Park on May 7th. Mr. Landau suggested that Atwater Village's NC may have held a similar event in conjunction with the City.***

***Committee members were encouraged to independently look for entities similar to the two mentioned above (that is, groups dedicated to making LA more green, promote its local flora, etc.).***

16. Committee Member announcements on items not on the Agenda

***Brandi D'Amore reminded members of the upcoming Ready Your LA Neighborhood (RYLAN) event on March 15, 2022.***

17. Old/Ongoing Business

***None***

18. New/Future Business

***None***

Adjournment at 8:51 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.