

COMMITTEE MEMBERS:

Chad Manuel, Board Member
 Jack Zweig, Youth Rep
 Brandi D'Amore, Board Member
 Asher Landau, Vice Chair
 Tom Meredith, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
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COMMITTEE MEETING MINUTES**Outreach Committee****Wednesday, July 6, 2022, 6:30 PM****Webinar ID: 848 1818 1504****<https://us02web.zoom.us/j/84818181504>**

Chad Manuel present at 6:30PM; have quorum
 Chad Manuel does not appear in system.
 Read Notes of agenda items for accurate vote count.

Welcome

6:31 PM start

1. Roll Call**Attending**

Tom Meredith Brandi D'Amore Asher Landau

Absent

Jack Zweig

2. Approval of Minutes

***Review June in August meeting; postponed until August '22 meeting.
 Asher will send his minutes as is for review and input.***

NOTE: JUNE was an incorrect attribution; MAY minutes are to be reviewed as June had not meeting.

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

None

4. Presentation by Kristina O'Neil, President of Lake Hollywood Homeowners Association (LHHA) and possible motion to approve up to \$800 for specified expenses for LHHA Block Party on July 23.

Kristina O'Neil spoke about the upcoming LHHA Block Party on July 23 and felt this would be a good opportunity for HUNC to reach out to the hillside community. LHHA has co-sponsors for the event which have contributed significant funding and LHHA was hoping/expecting that HUNC could also contribute approximately \$2500. LHHA was disappointed to discover that HUNC was considering contributing \$800. A discussion occurred between Committee Members and Ms. O'Neil in which it was revealed some difficulty with the City Clerk's office and beginning of the fiscal year presented obstacles to providing the funding amount that Ms. O'Neil was seeking for the LHHA Block Party. Ms. O'Neil decided to rescind her request to pursue a co-sponsorship to obtain funding from HUNC. She will remove all references to HUNC with respect to the Block Party, specifically that HUNC is a co-sponsor. Ms. O'Neil offered to speak with LHHA Board Members regarding the possibility of HUNC having a table at the Block Party. Ms. O'Neil stated that she would let HUNC know if that is possible or not.

Point of Order was made by Chair Tom Meredith to skip to Agenda Item #8 so that Ms. O'Neil from LHHA could participate in the discussion.

5. Discussion of tabling participation at 2022 National Night Out on August 2.

This item is listed as #8 on the committee meeting agenda; Brandi D'Amore requested moving to this item, with Tom Meredith's permission, so that Kristina O'Neil could hear of the opportunity for LHHA to participate in a community outreach event.

Brandi D'Amore indicated that representatives from LAPD and the Hollywood Community Police Advisory Board (CPAB) reached out to

seek HUNC participation in the event which requires no cost to the NC; event would be providing table. She explained that the event is held nationally by all police stations as an outreach event for the communities served by precincts.

The 2022 event will be held at the Bernstein High School from 5pm – 8pm and three Hollywood neighborhood councils are expected to be represented at the event. Vice Chair Asher Landau asked what a typical event looks like and Ms. D'Amore described the event pre-COVID and returning during COVID in 2021. Typically, there are activities for children, live music and food.

As the board passed a motion in May '22 that any outreach event that benefits the HUNC community that had no cost does not require a vote, the decision to participate is up to Committee Chair. All Committee Members present committed to tabling at the event.

6. Review of outreach to SELHA conducted by Asher Landau

This item was # 5 on the original agenda and followed the previously listed #8 National Night Out agenda item directly.

Committee discussed the storage of SELHA items at a facility used by HUNC for storage, said facility shared with Central Hollywood Neighborhood Council (CHNC). Tom Meredith was concerned about the potential conflict of shared storage space with a non-profit when the storage space itself was paid for with taxpayer dollars. Asher Landau represented that, to the best of his knowledge, all things are kept separate in storage and no items of HUNC or SEHLA are commingled. He later indicated that CHNC had passed a motion allowing SEHLA and CHNC said that SELAH would be removing their items from the office.

7. Review and discuss various outreach platforms available, including, but not limited to, CANVA Professional, Public Agency NextDoor, bulk mail and video

Brandi D'Amore explained that the Department of Neighborhood Empowerment (DONE) had sent an email indicating/reminding the NCs of the various methods of outreach availability for them.

She first addressed CANVA, a graphic program for those who are not graphic artists. DONE had arranged for each NC to have an account to use the standard templates or the ones superficially designed by DONE (which were predominantly election messaging) for board use. She navigated site for committee members. She explained that for social media platforms, the use would need to be confined to those currently handling the various media platforms, yet in committees the board could use to design graphics for their events.

Tom Meredith shared that he was concerned we would not be able to use our current logo / current templates with the CANVA templates and lose some of the branding which HUNC has created. Ms. D'Amore showed where the logo could be dropped onto templates, and how the HUNC color scheme could be used. She shared HUNC's Instagram account posts that were utilizing the private CANVA of resigned board member Theresa Gio to see the work done in the past. Brandi D'Amore and Asher Landau indicated they would explore our potential use of CANVA with some of our existing branding material and report back to the Committee.

She also showed the committee the video suggested by DONE to be used, and that this video is now on the HUNC website and was used by Tom Meredith in messaging.

Committee also discussed utilizing NextDoor which seems to provide more focused content to individuals that are truly interested. Committee discussed using NextDoor and Mail Chimp to promote Board Vacancies, board meetings and items related to upcoming November 2022 election.

8. Discuss and possible motion to recommend to full Board approval of up to \$1000 for branded swag items to include, but not be limited to, masks, shirts, pens, cups, water bottles, etc.,

Committee discussed HUNC promotional items and new restrictions which require the HUNC logo, contact information and Board approval prior to the purchase and distribution of promotional items. Chad Manuel asked if \$1000 was a standard expenditure on promotional items. Tom Meredith indicated HUNC has some promotional items in storage and that this new expenditure would be focused on design (specifically for the 20th anniversary) and for promotional items which would have a bigger impact. Committee agreed to explore the use of online platforms to reduce costs of design and reduce costs of purchasing promotional items.

Committee also agreed to generate thoughtful ideas for promotional items that would have a big impact.

ACTUAL VOTE (Chad Manuel not in roster)

Asher Landau - yes

Brandi D'Amore - yes

Chad Manuel - yes

Tom Meredith - yes

Jack Zweig - absent

Vote: 4 yes - 0 no - 0 abstain - 0 recused - 1 absent - 0 ineligible

Motion passed.

Motion Made: Motion to recommend to full Board approval of up to \$1000 for branded swag items to include, but not be limited to, masks, shirts, pens, cups, water bottles, etc.,

Motion: Tom Meredith

Second: Chad Manuel

Vote: Yes-3, No-0, Abstain-0, Recused-0, Ineligible-1

Yes

Asher Landau

Brandi D'Amore

Tom Meredith

Ineligible

Jack Zweig

9. Discuss Outreach ideas and goals for FY2022/2023

Brandi D'Amore discussed the upcoming CicLAVia in Hollywood which will occur on August 21, 2022. HUNC has been offered a free booth for tabling, and the committee went over the location CicLAVia will encompass. Ms. D'Amore suggested setting up times for Board members to be available at locations throughout the HUNC area for citizens to voice concerns or obtain updates on matters of importance. Committee agrees to participate.

Chad Manuel offered to communicate with the Eastown building manager about the use of common areas at Eastown and inquire about upcoming building events which may benefit from HUNC tabling. Ms. D'Amore indicated that Eastown management also said that it was amenable to having HUNC table in the business area courtyard.

Committee discussed the complications surrounding previous block parties and an interest in attempting to organize one for the next fiscal year.

As the board passed a motion in May '22 that any outreach event that benefits the HUNC community that had no cost does not require a vote, the decision to participate is up to Committee Chair.

10. Committee Member announcements on items not on the Agenda

Brandi D'Amore reminded the Committee that Executive Elections will be occurring at the next Board meeting, and the eligibility requirements would fall under the current bylaws.

Tom Meredith indicated that the Board of Neighborhood Commissioners (BONC) had previously rejected HUNC's Bylaws because they found the 12-month residency requirement "too restrictive." After several months, however, BONC reversed their position and appears set to ratify HUNC Bylaws as submitted.

Committee expects to receive confirmation of the bylaws approval later this year.

11. Old/Ongoing Business

None

12. New/Future Business

Committee discussed the importance of reminding Board members during the full Board meeting of their participation in outreach events and the impact that their involvement has on our success reaching out to residents in the HUNC area.

Adjournment at 8:29 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.