

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
Tuesday, September 6, 2022, 6:30 PM
Webinar ID: 873 9975 5212
<https://us02web.zoom.us/j/87399755212>

Order of Agenda Items 1-10, 13, reconsideration of 9, 11-12, 14-19

Welcome

6:31 PM start

1. Roll Call

Attending

Tom Meredith Brandi D'Amore Asher Landau Jack Zweig Chad Manuel

2. Approval of Minutes

Motion passed.

Motion Made: Approval of August '22 Minutes with an edit to indicate incompleteness under Election Agenda Items

Motion: Tom Meredith **Second:** Asher Landau **Vote:** Yes-4, No-0, Abstain-1, Recused-0, Ineligible-0

Yes

Asher Landau Brandi D'Amore Jack Zweig Tom Meredith

Abstain

Chad Manuel

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

None

4. Outreach Chair Report

A) Recap and discussion of August 2022 CicLAvia Event

Tom Meredith, Chair, stated the event was vibrant with a good crowd, and noted that HUNC had good positioning next to Congressman Schiff; not necessarily HUNC focused but a good event nonetheless.

Brandi D'Amore suggested that the CicLAvia in DTLA may be more worthwhile because there are food trucks and more people from the HUNC area travel there for the event.

Jack Zweig suggested most people at these events aren't interested in engaging.

Committee then discussed swag items that may be more worthwhile and that may be likely to promote interest in HUNC.

B) Reminder about response protocols for event scheduling

Ms. D'Amore and Mr. Meredith both highlighted the importance of the Board being more responsive and willing to engage in outreach events.

C) Other announcements

Board Member Sheila Irani may have an upcoming event that we will be made aware of at the next Board meeting.

5. Yucca Community Center Halloween Event 10/29/22

- A) Presentation, discussion and possible recommendation to the full board to co-sponsor Halloween event at Yucca Community Center (YCC); Discussion to include but not limited to tabling and financial support.

Ms. D'Amore indicated that this needed to be changed from a co-sponsorship to a discussion of granting a Neighborhood Purposes Grant (NPG). She also indicated that YCC is not the recipient of the NPG; LA Parks is.

Estefany Salas, representative of potential NPG recipient, LA Parks, and Nicole Bernal, director of Yucca Community Center (YCC) discussed the annual Halloween event at the Yucca Community Center noting that they provide candy and entertainment to children in the area.

Committee discussed concerns over the proposed NPG since the entire \$500 requested was not accounted for with receipts / invoices.

Ms. Bernal noted she should have a flier soon and could include HUNC and provide an opportunity for tabling if HUNC contributed financially. Once she has the flier she will share with the Committee.

Committee discussed concerns over the event and if it was worth HUNC funding it because it was uncertain if many people from the HUNC area attended.

Chad Manuel asked Ms. Bernal if HUNC could post the event on HUNC social media outlets and she said that it would be fine.

- B) Discussion and possible recommendation to full board to approve a Neighborhood Purposes Grant up to \$500 to LA Parks for items to be determined at presentation for YCC Halloween '22 event.

Chad Manuel made a Motion to approve the \$500 request to take in front of the full Board.

Asher Landau seconded the Motion.

Mr. Manuel subsequently withdrew the motion and the agenda item was postponed until the October Committee meeting when more information about the event is available.

After Committee discussion it was determined that that Nicole Bernal will obtain more data and report back with specifics on those that typically attend this event.

Postponed until October 3 Outreach.

6. Review of Committee member progress and actions on outreach commitments determined in August 1, 2022 Outreach committee meeting

Ms. D'Amore indicated that she had made several requests to local businesses within HUNC territory to post vacancy flyers and received permission from LAFD to post to the bulletin board at LAFD Annex.

Mr. Meredith stated that he has not reached out to local businesses along Beachwood yet but that he will do so.

Mr. Landau stated he had shared vacancy fliers with several organizations and individuals.

Mr. Manuel noted he had spoken with management at CVS and the Eastown building to post fliers; has reached out to two HUNC residents about joining the Board.

Jack Zweig had reached out to parents of friends.

7. Discussion of P-22 Event October 22, including but not limited to, tabling, scheduling, swag, messaging, flyer production and distribution and communication needs with P-22 organizers

Committee determined this event is the same day as the Board retreat. Nonetheless, Mr. Landau and Ms. D'Amore agreed to table after the retreat concluded.

8. Review, discussion and possible motion to recommend P-22 Graphic to full board for approval

Mr. Meredith presented logos. Committee discussed and agreed that the favorites were 1B and 4.

Motion passed.

Motion Made: Motion to recommend to Full Board options 1b and/or 4 of possible P-22 graphic to Full Board

Motion: Chad Manuel **Second:** Brandi D'Amore **Vote:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0
Yes

Asher Landau Brandi D'Amore Chad Manuel Jack Zweig Tom Meredith

9. Discuss and possible motion to recommend to full Board HUNC 20+ years graphic

Committee reviewed the multiple logos with members picking #4. Discussion held over choice of words to use with logo.

Committee discussed changing the wording on the logo and replacing "20" with an "Est." date. That discussion on the year was postponed until October '22 Committee meeting.

After reviewing Items 10, jumping to 13, committee returned to this item.

Ms. D'Amore thinks the entire Board should review the language on the logo before we submit final logos to the Board to vote on.

Mr. Landau suggested having an approved graphic for the Board and allowing the Board to select specific language; made motion to recommend Example 4 with a choice between the logo language and the current board motto.

Motion passed.

Moved to Item 11

Motion Made: Motion to recommend Example 4 to Full Board HUNC 20+ years graphic, with a determination between the graphic artist words in graphic or current three-word HUNC slogan?

Motion: Asher Landau **Second:** Tom Meredith **Vote:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0
Yes

Asher Landau Brandi D'Amore Chad Manuel Jack Zweig Tom Meredith

10. Discuss and possible motion to recommend to full Board, procurement of HUNC-branded swag items, incorporating P22 or new HUNC 20+ years graphics, when approved by Board

Committee discussed and decided it cannot move on this until a logo is selected and specific swag items are selected. Item was postponed until the October '22 Committee meeting.

Moved to Item #13

11. Discuss Outreach Committee members ideas for Strategic Plan for Outreach Committee as it pertains to Mission Statement for FY2022/2023 (at least two per member)

Ms. D'Amore wants to conduct outreach to the Thai CDC and other businesses that feel like they've been ignored.

Mr. Zweig mentioned HUNC sponsoring a bus to transport participants of the AIDS walk. Additionally, he noted he is working on a children's film festival.

Mr. Landau wants to conduct more organic tabling at coffee shops and community groups in order to solicit interest and make a personal pitch to stakeholders.

Mr. Manuel suggested a produce pickup and a safety event with LAPD.

Mr. Meredith wants to do more group walks, door-to-door type interfacing with stakeholders to provide awareness of HUNC. In addition, Mr. Meredith would like to create a flyer for posting, hand-outs and flyering providing websites to obtain relevant information on the seven propositions appearing on November '22 ballot.

Discussion was had on the abilities and restrictions that may affect abilities or require additional research to do.

12. Discussion and suggestions for Board Retreat Agenda (Retreat on 10/22)

Committee briefly discussed participation by DONE provided it was focused and brought value. It was agreed that members would think about it and pass along suggestions.

13. Open Seats update

Ms. D'Amore noted vacancies for Renters A-B-C, Business A-B-C, Geographic 4-5.

Agenda moved back to Item #9

14. Discussion of Digital Media Policy as it relates to board operations beginning October 4

Mr. Meredith highlighted this policy and a link where we can obtain more information.

Jack Zweig left meeting at 9:35PM. Quorum maintained.

14A and B were added by Robert Morrison, President. Mr. Meredith and Ms. D'Amore indicated that these topics were on the Executive Agenda and should be addressed there before, if at all, coming to this committee.

A) Discussion of creating creating content calendar for board review and approval

B) Discussion and creation of list of current or newly assigned social media and communications account administrators for board approval

15. Announcement about Civic University in October

Link to Email: https://docs.google.com/document/d/1eCLISWflxgev2luLyEKs7vZZmGO_xVSyy9nfyBZQl0Q/edit?usp=sharing

Mr. Meredith made announcement, described his own satisfying experience and encouraged others to participate.

16. Discussion and possible motion to recommend to full board to participate in October 9, 2022 cicLAvia event

Committee discussed and decided to not attend or participate in this event.

17. Committee Member announcements on items not on the Agenda

Mr. Meredith noted Nextdoor is a better platform for NC's for meetings/events and suggested we utilize it more frequently.

Ms. D'Amore noted that this upcoming Friday, LAPD will be doing an in-person event / neighborhood walk in Hollywood.

18. Old/Ongoing Business

None

19. New/Future Business

None other than the items postponed to future meeting in this meeting.

Adjournment at 9:50 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.