

COMMITTEE MEMBERS:

Brandi D'Amore
Shauna Frente
Theresa Gio, Vice Chair
Tom Meredith, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
Certified Council #52,
P.O. Box 3272 Los Angeles, CA 90078
www.MyHUNC.org email us at Info@MyHUNC.org

COMMITTEE MEETING MINUTES

Outreach Committee

Monday, October 4, 2021, 6:30 PM

Webinar ID: 848 1818 1504

<https://us02web.zoom.us/j/84818181504>

Shauna Fren  had to leave at 8:00PM.

Welcome

6:32 PM start

1. Roll Call

Attending

Shauna Frente Theresa Gio Tom Meredith Brandi D'Amore

2. Approval of Minutes

Discussion occurred on how to word the distinction of how to write about the disruptive participant or participants who participated in September's meeting. Clarification made in the notation

Motion Made: Motion to approve September '21 Minutes

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

Yes

Brandi D'Amore Shauna Frente Tom Meredith

Abstain

Theresa Gio

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

None

4. Report and discussion from Outreach Committee members who attended any part of the Los Angeles Congress of Neighborhoods, including, but not limited to, potentially useful ideas for future HUNC outreach.

Tom Meredith spoke to the usefulness of several workshops, and highlighted that what was learned was that committees are to do the hard work of the board. Brandi D'Amore assessed keynote speeches. Theresa Gio critiqued the strength of the Congress's social media efforts and facilitation of Spanish speaking attendees. Committee was informed by a representative from Congress (Daniel) that recordings of this year's conference will be available for all registrants from 10/11/21.

5. Update and discussion of current and future efforts of outreach to fill six vacant board seats.

Was not heard immediately, and was heard as agenda item # 7.

Brandi D'Amore shared that 3 potential candidates would be putting in bids for possible board approval at next HUNC monthly session for Business A, Non-Profit, and Youth seats. Tom Meredith presented mock-up of proposed flyer (funding had already been approved for printing). Fine points of the layout were discussed (including possibility of a Spanish translation). Committee agreed 100 recruitment flyers should be printed and distributed by committee members.

6. Discussion of FY2021/2022 Outreach objectives and initiatives for inclusion in the Board Retreat, date to be determined.

Heard out of order, and heard as agenda items #8.

Tom Meredith expressed a desire to create two stakeholder surveys to glean a more granular sense of desires and concerns among our

districts' constituents, He asked Theresa Gio if she could assemble salient social media objectives to share at Retreat session on October 20, 2021.

Committee discussed possibility of establishing ongoing HUNC promotional presence at the Hollywood Farmer's Market, possibly in conjunction with Thai CDC and the East Hollywood market. Shauna Frenté pledged commitment to working a HUNC table at the Hollywood market, at least once every quarter.

7. Discussion and possible recommendation to Board to submit a letter of support on behalf of the Thai CDC for its application to Beautify LA to receive replacement base plaques of the Apsonsi in Thai Town.

Agenda item heard out of order (originally 7th item) and heard as 6th item; moved to accommodate attendee Michelle Rivera, representative of Thai Community Development Center.

Committee discussed possibility of recommending that HUNC submit a letter of support on behalf of the Thai CDC for its application to Beautify LA to receive replacement base plaques of the Apsonsi in Thai Town.

Brandi D'Amore presented background on the issue: during lockdown, vandals took advantage of inactivity of businesses to deface base plates of a statue of Apsonsi, a creature from Thai mythology, located in a plaza in Thai Town. Miss D'Amore clarified that although this issue falls out of HUNC's perimeters, the Thai CDC (the organization requesting NC backing) is located within HUNC's borders.

Thai CDC representative Michelle Rivera then shared additional background on the cultural significance of the Apsonsi statue, and why its restoration would serve as an act of cultural justice. (Mr. Meredith requested that Ms. Rivera attend the HUNC board to reprise her talking points at the time of committee's proposal of the letter.

Motion passed.

Motion Made: Motion to recommend to Board to submit a letter of support on behalf of the Thai CDC for its application to Beautify LA to receive replacement base plaques of the Apsonsi in Thai Town.

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

Yes

Brandi D'Amore Shauna Frenté Theresa Gio Tom Meredith

8. Update, discussion and possible motion to recommend to Board items that should be posted on HUNC website as well as additions to committee pages for the HUNC website.

Items cannot be posted to the newsletter without being posted on the website. Important items for community (but not HUNC-specific event) should come from the president, not placed on site/ the newsletter but Sheila, as president, does not have time to post. Brandi D'Amore asked if it is possible that Tom Meredith as both Outreach Chair and as the Vice President could ask Sheila if he could post. Mr. Meredith will speak with George and then Sheila about what options we have.

Theresa Gio wants to work on committee recaps/summaries so stakeholders know what we are working on and we can encourage involvement

A) Update on Social Media

No update

9. Discussion and possible motion to recommend to full Board approval of funding support for next year's planned Congress of Neighborhoods at one of the tiered levels detailed as follow:

Bronze (\$100-\$499):

Name recognition in the print/online program

Logo, name, and URL on the sponsors page of the website

Silver (\$500 - \$999): All Bronze benefits plus:

Individual shout-out post on Congress social media accounts (Facebook/Instagram/ Twitter)

Quarter-page ad in the print/online program

Gold (\$1,000 - \$4999): All Silver benefits plus:

Half-page flyer or branded swag item in attendee swag bags (in-person event only)

Half-page ad in the print/online program

Recognition during the Chair's Opening Session remarks

This agenda item was heard out of order, and immediately after discussion of Congress of Neighborhoods assessment agenda items

Tom Meredith initiated discussion by expressing a broad skepticism as to whether HUNC money should be spent, in a sense against its purpose, as contributing to the Congress only indirectly serves the public at large. Nevertheless, Mr. Meredith voiced the belief that HUNC should broadly support the Congress, perhaps financially depending on several contingencies (which follow). This view was the general sentiment of the committee.

Committee agreed that HUNC contribution to Congress would depend in part on whether the next session would be in-person or virtual, as the efficacy of promotions through 'swag' items is dubious when not in-person.

Mr. Meredith asserted that the Department of Neighborhood Empowerment (DONE) should provide NCs support with outreach in making the Congress more open to the public. Daniel Perez indicated that the event does not receive sufficient funding from DONE.

Finally, Brandi D'Amore suggested, in assessment of our tentative support of the next Congress, Outreach should propose HUNC's signing on for the \$750 'Silver' tier of participation.

Motion passed.

Motion Made: Motion to recommend to full Board approval of funding support for next year's planned Congress of Neighborhoods at one the tiered level of Silver, not to exceed \$750 detailed as follow:

Silver (\$500 - \$999): All Bronze benefits plus:

**Individual shout-out post on Congress social media accounts (Facebook/Instagram/ Twitter)
Quarter-page ad in the print/online program**

Motion: Theresa Gio

Second: Tom Meredith

Vote: Yes-4, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Brandi D'Amore

Shauna Frente

Theresa Gio

Tom Meredith

10. Committee Member announcements on items not on the Agenda

Emergency closure of Franklin Avenue starts on 10/8 for LADWP emergency repair to prevent mass electrical infrastructure failure possible if not completed before rainy season. Because of rain today some areas already had outages.

11. Old/Ongoing Business

Tom Meredith is gathering input for the mission statement

12. New/Future Business

None

Adjournment at 8:14 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.