

COMMITTEE MEMBERS:

Sheila Irani, Chair
Shane Kalminski
Noelle North Norris
Georgette Darby
Oliver Alvarez



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, December 4, 2023, 6:30 PM

Fire Station 82 Annex

1800 N. BRONSON AVENUE, L.A., CA 90028

Second Floor Conference Room

https://hollywoodunitednc.org/wp-content/uploads/2023/11/Outreach_Minutes_10-02-2023.pdf

Welcome

6:45 PM start

1. Roll Call

Attending

Sheila Irani Shane Kalminski Noelle North Norris Georgette Darby Oliver Alvarez

2. Approval of Minutes

https://hollywoodunitednc.org/wp-content/uploads/2023/11/Outreach_Minutes_10-02-2023.pdf

Minutes approved without change

Motion: Sheila Irani **Second:** Georgette Darby **Result:** Yes-4, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Georgette Darby Oliver Alvarez Shane Kalminski Sheila Irani

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

No public present

4. Committee Member announcements on items not on the Agenda

Georgette: 12/9/23 - 2pm Barnsdale Art Show, Free, featuring artist from Villas at Gower

Shane: 12/9/23 5pm West Hollywood Park movie night featuring Frozen; 12/16/23 Winter Wonderland with snow play from 1 to 4pm

5. Discussion of Neighborhood Purposes Grant (NPG) for Larchmont Charter School Feb 2024 Jogathon event - possible motion to be heard at Board Meeting on Dec 11th, grant value up to \$1000

Motion passes to send to Board Dec 11 2023.

Larchmont Charter School representative, Jennifer Bledsoe, was told that HUNC LOGO should appear on all printed and digital materials, a completion report will need to be filed after event showing receipts for \$1000 worth of food and drink for the event, and a table be provided for HUNC Board to be able to pass out information to LCS Jogathon attendees.

Motion Made: Motion to hear Neighborhood Purposes Grant (NPG) for Larchmont Charter School March 2024 Jogathon event at Board Meeting on Dec 11th, grant value up to \$1000 for food and drinks for general public and students at event.

Motion: Sheila Irani **Second:** Shane Kalminski **Result:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Georgette Darby Noelle North Norris Oliver Alvarez Shane Kalminski Sheila Irani

6. Discussion of Neighborhood Purposes Grant (NPG) for LAFD Foundation Grant for Station 76 Community Garden landscape project and community event - possible motion to be heard at Board Meeting on Dec 11th for grant value up to \$3500.

Amended to include \$500 for rubber tree pruning and hauling for a total of \$3500.00 Motion passes to send to Board Dec 11, 2023.

Sheila Irani stated that she has donated to LAFD Foundation in the past, lives further than 1000 feet from Station 76 (2.2 mi) and as a

HUNC member works with community on projects at fire stations. LAFD Foundation employee, Robin Blau presented with Charles Malki, donor with landscape and fertilizer company. He will be donating \$1000 towards this project personally.

Motion Made: Motion for LAFD FOUNDATION to be heard at Board Meeting on Dec 11th for grant value up to \$3500.

Motion: Georgette Darby **Second:** Oliver Alvarez **Result:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Georgette Darby Noelle North Norris Oliver Alvarez Shane Kalminski Sheila Irani

7. Discussion for community cleanup and beautification of Gower or Argyle Median as Community Improvement Project, coordinated with Council offices, LA Beautification Team. Budget allocation to be discussed by committee. Possible motion to be heard at Board Meeting on Dec 11th for the purpose of budget reallocation from Admin Packet to fund Community Improvement Project.

The committee will be seeking a partnership with CD13 to beautify the Gower Median as a Hollywood Gateway with potential improvements to the soil with free mulch from Griffith Park, and watering the Jacaranda trees, and possibly put hardscape such as roman pavers or small round rocks cemented in place, and spots of artificial turf since one median is in the shade and the soil is too sandy for planting. The committee will seek out assistance from LA Beautification Team to get a bid for work.

Motion Made: Motion to request Board to allocate \$5000 to fund Community Improvement Project for Gower Median beautification by reallocating funds from Budget.

Motion: Oliver Alvarez **Second:** Georgette Darby **Result:** Yes-5, No-0, Abstain-0, Recused-0, Ineligible-0

Yes

Georgette Darby Noelle North Norris Oliver Alvarez Shane Kalminski Sheila Irani

8. Discussion of methods to increase awareness of HUNC, e.g.
- bus bench ads PSA
 - street banners PSA - we have banners already
 - free movie night at low cost locations with ample parking (Hollywood Adventist Church)
 - regular clean up days each quarter wearing HUNC Branded Tshirts
 - business window clings -HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL BUSINESS PARTNER - and we sponsor a giveaway item they pass to clients
 - Sponsored events like free pet vaccine day at Tailwaggers, grocery bag giveaway at Lazy Acres & Gelsons
 -

The committee felt a good promo idea would be to distribute grocery bags made with recycled materials to smaller markets with a simple flyer on the mission of HUNC and a call for Board members inserted inside bag. The committee felt we could reach residents who live in apartments near the smaller markets, a demographic difficult for us to do outreach.

- Farmer's Market - walk around and hand out, not tabled

- Royal Market

- Yucca Market

- Beachwood Market

- Trader Joes Hollywood

- LA FITNESS - local residents use that facility and a drawstring backpack would be a good giveaway there

All locations would require HUNC Board members to hand out promotional materials, giveaways, and speak with interested individuals.

Oliver will try to initiate interest with groceries.

Sheila will try to initiate interest with LA FITNESS

Shane will try to initiate interest with Tailwaggers for a pet adoption day, where HUNC pays for microchip or vaccine, partnering with an animal rescue organization and TailWaggers.

PSA street banners and bus bench ads seemed to be too passive to be worth the money.

10. Review of promotional items for HUNC and possible motion to put order on Board agenda.

Committee selected whistle, reflector and pens because they are inexpensive, promote safety for kids and adults, and are lightweight to easily bring to events and store at Annex for a total cost to not exceed \$800. Motion to move to Board passes.

11. Old/Ongoing Business

None

12. New/Future Business

None

Adjournment at 8:15 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.