

HCNNC

HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



Tuesday, February 18, 2020 – 6:30pm - 8:00 p.m.

Outreach & Communications Committee Meeting

El Tranquilo Gallery, 634 N. Main St., Los Angeles, CA 90012

Minutes

1 — Welcoming Remarks - Call to Order and Introductions (6:32 p.m.)

The meeting was called to order by Chair Phyllis Ling at 6:04 p.m.

One stakeholder/board member not on the committee was in the audience. (Another stakeholder arrived later.)

2 — Establishment of Quorum - Roll Call (6:32 p.m.)

All four committee members were present at 6:32 p.m. There was quorum.

	Present		Present		Present		Present
Phyllis Ling	✓	Miho Murai	✓	Valerie Hanley	✓	Susan O'Leary	✓

3 — General Public Comment on Non-Agenda Items (Up to two minutes per speaker)

None.

4 — New Business (6:33 p.m.)

4.1 Discussion and possible action to approve a regular day and time for the committee meetings.

- It is not necessary to vote on a regular meeting day and time.
- First Tuesday of the month chosen, so that the meeting would not be too close to the regular board meetings.
- The next committee meeting will be on 3/10 instead of 3/3 because of Super Tuesday.
- 7 pm start time was chosen so that it would be possible to hold another committee meeting the same evening, 5:30-7:00 pm, such as the Schools and Library committee, which includes many of the same members.

4.2 Discussion on strategies to improve awareness of stakeholders about HCNNC, including but not limited to advertising, social media, direct mail, email, and outreach events. Discussion about outreach targeted at the William Mead Homes and La Plaza Village areas of HCNNC.

- Leaving flyers/brochures at various community centers and businesses may be more effective than sending direct or "junk mail" to people that may be thrown away.
- Valerie Hanley suggested attending school and PTA meetings. We should have flyers on hand inviting people to get involved or attend board meetings.
- Start with a passive/informational Facebook page, and consider adding Instagram and/or Twitter later. Phyllis Ling will set that up.
- HCNNC may want to set up a table or booth at local events like Firecracker and Ciclaviva, but not Chinatown Summer Nights because it is mostly attended by outsiders.
- Ask places to link to our Facebook page and/or website including CD1, CD14, schools and businesses.

- Susan O'Leary volunteered to do physical outreach in Chinatown, including posting.
- Should add photos of board members on website. Suggested adding this to a board meeting agenda.
- Take photos of events or projects that we fund, and add to page.
- Miho Murai volunteered to reach out to William Mead Homes resident advisory council. She has been texting with a member. Susan O'Leary volunteered to go to La Plaza Village.
- We need to compile a list of places where we can post. Miho Murai will set up and share a Google Doc with a list of locations/contacts for outreach.

Public Comment: Eugene Moy suggested having refreshments at meetings.

4.3 *Discussion and possible action to organize a "summit event" of non-profit organizations to engage in dialogue and to find opportunities for partnerships and resource sharing, including potential dates and recommendation of a budget for this event. (REng-Non-profit summit-10-25-19.pdf.)*

- Format of event: A community fair may be too much of a commitment for many organizations to set up a booth/table, as opposed to inviting a representative from each organization to come and share what they are doing. A fair may be an event for the future.
- The primary intent of this event would be to get non-profits together, and aware of each other as well as HCNNC.
- The first step is to assemble a potential guest list of non-profits, and make contact to gauge interest and get a list of potential attendees. Phyllis Ling assembled a list of charitable organizations from the California DOJ database. It only contains organization names and registered addresses—no phone numbers, emails or contact names. She volunteered to research the organizations to find contact information, and begin reaching out.

Public Comment: Eugene Moy suggested getting a mailing list of non-profits from the Chinese Chamber of Commerce website. Paul Hanley suggested creating an interest card or survey to send to non-profits to ask them about their mission, activities, and interest in attending this event. Some non-profits may have an office here, but their work may be focused in other areas.

- Phyllis Ling volunteered to create the interest card/survey and look at the Chinese Chamber of Commerce website.
- Susan O'Leary volunteered to follow up with Rick Eng regarding any other suggestions he may have for this event, and also volunteered to make phone calls to introduce HCNNC to various non-profits.
- May 23rd, which is a Saturday, was selected tentatively as the date for this event. Money for this fiscal year needs to be spent before June 1. It is also a week after the May board meeting.
- The event will probably have refreshments and snacks. Give each organization 5-10 minutes to speak.

4.4 *Discussion on how to encourage non-profit organizations to submit applications for neighborhood purpose grants.*

- There needs to be money in the budget allocated to NPGs. Valerie Hanley has requested that the board discuss the transfer of up to \$15k to NPGs in the budget. Phyllis Ling noted it is on the February 21 board meeting agenda. Miho Murai commented that it is difficult to approach non-profit organizations about submitting a grant request without having that source of funding available.
- The board needs to clarify the application process and deadlines. Phyllis Ling will post the Neighborhood Purpose Grant (NPG) application package on the website. May 15 HCNNC board meeting is the last chance for the board to approve NPG grant. We should set a submission deadline of May 1 to be safe so that any funding requests can get on the May board meeting agenda.

4.5 *Discussion about ways to conduct outreach for HCNNC's Schools and Libraries, and Arts, Parks, Recreation, and Culture Committees.*

- Phyllis Ling suggested that the Arts, Parks, Recreation, and Culture Committee address the need for a crosswalk or signal light between the LA State Historic Park and William Mead Homes. Taking up issues that people care about may get people interested in what the committees are doing.

Public Comment: Eugene Moy suggested going to schools and asking them if they would have a use for \$2000. Non-profits become interested when they hear there is money available. Paul Hanley suggested the committee members go to various meetings and provide an introduction about what neighborhood councils do.

4.6 *Discussion to design a logo for HCNNC.*

- There was discussion about how the logo was created in HCNC. Valerie Hanley noted that Norma Garcia worked with an artist to design the logo for HCNC, and they did it for free. The committee asked if she could design one for HCNNC. She will bring something to the next board meeting on Friday.

4.7 *Discussion to design a brochure for HCNNC.*

- Phyllis Ling brought a bi-fold brochure from Noho NC that was given to her as a suggestion or template for an HCNNC brochure.
- Susan O'Leary volunteered to design a bi-fold or tri-fold brochure and also a flyer for HCNNC on Canva.
- Committee agreed this was a high priority. We should have these for distribution in the community and when going out to various community meetings.

4.8 *Discussion on the design and production of HCNNC-branded outreach materials, such as pens, t-shirts, stickers, and notepads.*

Brochure is higher priority. Tabled until the brochure is designed.

4.9 *Discussion and possible action to recommend increasing HCNNC's Outreach budget for fiscal year 2019-2020.*

Tabled until the brochure is designed.

4.10 *Discussion to establish procedures for approving and posting of content on HCNNC's website and social media accounts.*

Phyllis Ling is managing the accounts right now. She opened it up to volunteers.

5 — Committee Member Comments and Announcements

None.

6 — Requests and Motions for Future Agenda Items

None.

7 — Adjournment (8:14 p.m.)

Motion: Adjourn the meeting (Miho Murai motioned, Phyllis Ling seconded).

Vote on Motion: Unanimous (4-Yes). MOTION PASSED.

The meeting was adjourned at 8:14 p.m.

Committee Members

Phyllis Ling (Chair) Solano Canyon Residential Representative	Don Toy Victor Heights Residential Representative	Valerie Hanley El Pueblo Non-Profit Representative	Miho Murai At-Large Stakeholder Representative
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