

HCNNC

HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



Tuesday, March 10, 2020 – 7:00pm - 8:30 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 (7:17 p.m.)*

The meeting was called to order by Chair Phyllis Ling at 7:17 p.m.

One stakeholder/board member not on the committee was in the audience.

2 — *Establishment of Quorum - Roll Call (7:17 p.m.)*

All four committee members were present at 7:17 p.m. There was quorum.

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

3 — *Discussion and possible action to approve the minutes of the Outreach & Communications Committee Meeting of February 18, 2020.*

Correction in Section 1: Change time that meeting was called to order from 6:04 p.m. to 6:32 p.m.

Motion: Approve the minutes with the correction in Section 1 (Miho Murai motioned, Valerie Hanley seconded).

Public Comment: None.

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

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

None.

5 — *Old Business (7:22 p.m.)*

5.1 *Discussion and possible action to recommend approval of a logo for HCNNC.*

Board member Norma Garcia had the concept. Davil is the artist on the street who drew it.

The name of the council and the communities could go under the logo. The design has an art deco style, which is a nod to historic communities. There is symbolism with N at the northern point.

Motion: Recommend approval of the logo. (Phyllis Ling motioned, Susan O'Leary seconded).

Public Comment: Paul Hanley suggested possible gradient of colors, red on edge to orange to gold in center. Same font for full text of Historic Cultural North Neighborhood Council and communities, which can go under logo.

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

5.2 *Discussion and possible action to approve a brochure and letter-sized (8 ½" x 11") poster for HCNNC. Discussion and possible action to recommend a budget for printing of the brochures and 8 ½" x 11" posters.*

Phyllis brought flyer and trifold brochure. Susan started flyer, Phyllis finished.

Small run suggestion, maybe 200 of each to start because addresses and meeting locations may change.

Motion: Approve the flyer and brochure. (Valerie Hanley motioned, Susan O'Leary seconded.)

Public Comment: None.

Discussion: Remove space after the "www." Above "Contact Us", add "Agendas are posted at:" and list locations. Change to "Everyone is welcome". Add email to flyer, and remove mailing address. HCNNC is an elected body of 17 "community members" instead of "stakeholders". Change "Jose Huizar", probably same phone number, but Kevin De Leon.

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

Trifold estimated \$1.25 each. Flyer estimate at \$.75 each. Current outreach budget is \$1500.

Suggest making this a part of the Outreach Committee report at next board meeting. Ask Mario if we need to get full board approval to get these printed.

5.3 *Discussion about outreach targeted at the William Mead Homes and La Plaza Village areas of HCNNC.*

Susan will do outreach at La Plaza Village as soon as brochures and flyers are ready.

Maybe Miho and Phyllis can go talk to the PTA at Ann St School or Boys & Girls Club. Xochitl is still interested. Valerie can reach out to the museum, La Plaza de Cultura y Artes.

5.4 *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.*

Form/questionnaire online, suggest send postcard to the mailing address of non-profits.

Postcard to non-profit mailing address, ask them to fill out questionnaire.

Discussion about how to get people to respond to a postcard.

Phyllis will put a postcard together on Canva.

Recommend committee members review list of non-profit organizations and make corrections.

What about coronavirus? Committee to proceed with outreach/planning until further notice.

Suggestion to ask the admin assistant to research these organizations, get phone numbers, and make calls.

5.5 *Discussion on the design and production of HCNNC-branded outreach materials.*

Postpone discussion until logo is settled.

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

Motion: To recommend increasing HCNNC's Outreach budget by \$5000. (Valerie Hanley motioned, Susan O'Leary seconded.)

Discussion: Mailing is expensive. For 20,000 pieces, postage alone is \$5900. Printing of mailer is \$568, \$386 addressing, postage at 29.5 cents, which is the presort card rate is \$5900 for a 4x6 postcard.

The Chair presented a spreadsheet on what other NCs are spending on outreach, for reference. Many NCs spend money on either Neighborhood Purpose Grants, Outreach, or a combination of

both. NPG grants also serve an outreach purpose. HCNNC is the only neighborhood council that has spent \$0 on both so far this fiscal year.

Amendment: Valerie Hanley suggested amending the motion to increase the Outreach budget by \$10,000.

The amendment was accepted unanimously.

Amended Motion: To recommend increasing HCNNC's Outreach budget by \$10,000. (Valerie Hanley motioned, Susan O'Leary seconded.)

Public Comment: None.

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

6 — **New Business**

6.1 **Neighborhood Purpose Grants (NPGs)**

6.1.1 *Discussion on how HCNNC can leverage neighborhood purpose grants for outreach.*

Put NC on flyer, talk about sponsors. Provide table. Ask attendees if they want to be added to our mailing list. If we fund swag, we would have our logo on it. Next email blast should have the NPG grant application in there. Send an email to non-profits to help them understand the application process and deadline. Work on an infographic in the future that explains the process/timeline.

6.1.2 *Discussion and possible action to recommend amendment to HCNNC's 2019-2020 fiscal year budget to transfer up to \$15,000 from general operational expenditures to NPGs.*

Motion: Recommend amending HCNNC's 2019-2020 fiscal year budget to transfer up to \$15,000 from general operational expenditures to NPGs. (Valerie Hanley motioned, Susan O'Leary seconded.)

Discussion: Susan commented outreach is fundamental part of NC. Phyllis added that in the Charter, the neighborhood councils' purpose is not only to represent, but to get people engaged.

Public Comment: None.

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

6.1.3 *Discussion and possible action to recommend up to \$15,000 in NPG funding in HCNNC's 2020-2021 fiscal year budget.*

Tabled by unanimous consent.

6.2 *Discussion about surveys for stakeholders.*

None.

7 — **Committee Member Comments and Announcements**

8 — **Requests and Motions for Future Agenda Items**

6.1.3, but with up to \$25k in NPG funding.

9 — **Adjournment (8:39 p.m.)**

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

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

The meeting was adjourned at 8:39 p.m.

Committee Members

Phyllis Ling (Chair) Solano Canyon Residential Representative	Miho Murai At-Large Stakeholder Representative	Valerie Hanley El Pueblo Non-Profit Representative	Susan O'Leary Stakeholder
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