

HCNNC

HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



Tuesday, July 7, 2020 – 7:00 - 8:30 p.m. Outreach & Communications Committee Meeting

通用董事會會議 · Reunión de la Junta

Zoom Meeting Online or By Telephone
Dial (877) 853-5257 (Toll Free) to Join the Meeting
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MINUTES

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION

In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Historic Cultural North Neighborhood Council committee meeting will be conducted entirely telephonically. Every person wishing to address the Neighborhood Council committee must dial (877) 853-5257, and enter 987 6832 7853 and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

1 — *Welcoming Remarks - Call to Order and Introductions*

The meeting was called to order by Chair Phyllis Ling at 7:02 p.m.
2 stakeholders were in attendance.

2 — *Establishment of Quorum - Roll Call*

All 4 committee members were present at 7:02 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 Committee Meeting of March 10, 2020.*

Motion: Approve the minutes as presented by the Chair (Miho Murai motioned, Valerie Hanley seconded).

Committee Discussion: None.

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)*

David Rockello: Zoom with video is better, so they can see committee members. People who connect by telephone choose to have less access. Hard to access meeting. Need to provide clickable links. Suggest screen sharing. LANCC meeting next month. NC Congress planning meeting is 7/11 @ 1pm.

Lydia Moreno: Committee meetings are a waste of time because the board is controlled by one member. Wanted to know where Angelica was.

5 — Old Business

5.1 *Update on HCNNC logo.*

Chair Phyllis Ling noted that there are digitized versions of logo on the Google Drive. Asked for feedback/adjustments. Chair has requested logo approval to be added to next regular board meeting agenda. Not sure if payment is required, but other NCs have paid \$250, so suggested that amount.

5.2 *Update on brochure and flyer for HCNNC. Discussion and possible action to recommend payment of up to \$500 to ER Copies for printing of brochures and 8 ½" x 11" flyers.*

Chair noted that the updated brochure, flyer, and estimate for printing cost were on the Google Drive. She removed some extra graphics that were not free, and made changes noted at last meeting.

Motion: Recommend payment of up to \$500 to ER Copies for printing of brochures and 8 ½" x 11" flyers (Phyllis Ling motioned, Miho Murai seconded).

Committee Discussion: Miho Murai suggested waiting for the new Executive Committee to be selected before printing, because it may result in changes to regular meeting days/times. Susan O'Leary also suggested waiting because with the coronavirus shutdowns, the plans to distribute flyers and brochures at events, have been derailed. Phyllis Ling suggested that the flyers and brochures be printed. Any changes to meeting times can be covered over with stickers or labels. Otherwise, we may never print the flyers. The flyers are like little posters, so we may still be able to post them at establishments where people pick up food.

Public Comment: David Rockello recommended getting the materials printed ASAP. They can be distributed with the meals for seniors that HCNNC is funding. Eastside Market will be having its 90th Anniversary soon. Libraries are closed, but can ask librarians if they can include flyers when people pickup books. Lydia Moreno commented that all of this was a waste of time.

Committee Discussion: Susan O'Leary and Miho Murai supported distribution of flyers with food. Miho Murai also asked about the cost of translating the flyers. Phyllis Ling noted that there isn't very much text, and translation is typically priced per word, so the cost should not be substantial.

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

6 — New Business

6.1 *Discussion about outreach strategies and adjustments for COVID-19 pandemic. Discussion and possible action to recommend up to \$10,000 for HCNNC's Outreach budget for fiscal year 2020-2021.*

Motion: Recommend up to \$10,000 for HCNNC's Outreach budget for fiscal year 2020-2021. (Phyllis Ling motioned, Valerie Hanley seconded).

Committee Discussion: Chair noted the need for individual board members to do outreach, but she felt this committee should focus on awareness about NC, especially with the elections coming up. She noted the cost of bus benches and bus stop kiosks, which are essentially free, except for the cost of printing the signs.

Public Comment: David Rockello suggested using caution tape to mark NC boundaries, put it on Facebook Live, encouraging everyone to do outreach. He also suggested HCNNC pay a small fee to get its name in events.

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

6.2 *Discussion and possible action to recommend up to \$25,000 in NPG funding for HCNNC's 2020-2021 fiscal year budget.*

Motion: Recommend up to \$25,000 in NPG funding for HCNNC's 2020-2021 fiscal year budget. (Susan O'Leary motioned, Valerie Hanley seconded).

Committee Discussion: Susan O'Leary suggested encouraging people to write a 1 page pitch for grant funding.

Public Comment: David Rockello suggested the board to continue looking for an office, maybe get a copy machine, think about what it needs in the future post COVID. He encouraged the committee to be bold and have faith that the recommendations would go through.

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

7 — Committee Member Comments and Announcements

Phyllis Ling stated that she is looking into options for verbal translation at board meetings because the "serial translation" method of speaking one sentence at a time and pausing for the translation is unacceptable. There must be a way to provide simultaneous translation. Serial translation makes each meeting twice as long, and 3 times as long if Spanish translation is added. It also discourages stakeholder participation, which is why it is an Outreach issue.

Public Comment: Lydia Moreno noted that the reason for doing translation this way is to annoy people, and suggested that the committee members talk to Alan Kumamoto and Brian Kito from HCNC. David Rockello noted that teleconferencing at City Hall is in part because they don't want people to be able to interact and participate.

8 — Requests and Motions for Future Agenda Items

Miho Murai requested that the summit of non-profit organizations be on future agenda.

9 — Adjournment

Motion: Adjourn the meeting. (Phyllis Ling motioned, Valerie Hanley seconded).

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

The meeting adjourned at 8:02 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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The public is requested dial *9, when prompted by the presiding officer, to address the Committee on any agenda item before the Committee takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Committee's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board or Committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the Chair.

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