

# HCNNC

## HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



**Tuesday, November 10, 2020 – 7:15 - 8:30 p.m.**  
**Outreach & Communications Committee Meeting**

### **Zoom Meeting Online or By Telephone**

**Join Online:** <https://us02web.zoom.us/j/97707779151>

**Join by Telephone:** Dial (669) 900-6833, Enter This **Webinar ID: 977 0777 9151** and Press #

**The following telephone numbers are also available for HCNNC's Zoom meetings:**

(346) 248-7799 • (253) 215-8782 • (929) 205-6099 • (301) 715-8592 • (312) 626-6799

#### **To provide public comment:**

- (1) Online users – Use the 'Raise Hand' function.
- (2) Phone users – Press \* 9 to raise your hand, Press \* 6 to unmute yourself.

## **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 meeting will be conducted entirely telephonically.

Every person wishing to address the Neighborhood Council committee must join the meeting either via the "Join Online" link or the "Join by Telephone" instructions above. 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 7:15 p.m. There was one stakeholder in attendance after the meeting started.

#### **2 — Establishment of Quorum - Roll Call**

All 3 committee members were present at 7:15 p.m. There was quorum.

Phyllis Ling	✓	Miho Murai	✓	Valerie Hanley	✓
--------------	---	------------	---	----------------	---

#### **3 — Announcement: Resignation of Committee Member, Susan O'Leary.**

Chair Ling announced the resignation of committee member/stakeholder representative Susan O'Leary. Susan sent her resignation in writing and gave the 4pm regular board meeting time as the reason for her resignation, as it did not make sense for her to be on the committee if she could no longer attend the board meetings. Chair Ling expressed thanks for Susan's service and enthusiasm.

#### **4 — Discussion and possible action to approve the minutes of the Outreach Committee Meeting of August 11, 2020. [\[OCMinutes-08-11-20-HCNNC-draft.pdf\]](#)**

**Motion:** Approve the minutes of the Outreach Committee meeting on August 11, 2020 as presented by the Chair (Valerie Hanley motioned, Miho Murai seconded).

**Public Comment:** None.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

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

None.

**6 — Old Business**

**6.1** Updates to HCNNC logo. Discussion and possible action to recommend these updated versions for official HCNNC use. [\[HCNNC-Logo-v3.pdf\]](#)

**Committee Discussion:** Chair Ling noted the following updates to the color logo: (1) each color area has been changed to a solid color instead of a color gradient – purpose is to improve printing, (2) adjusted the red to look more red instead of orange, but it still looks a little orange. Valerie Hanley suggested outlining the letters in the color version in black so that they stand out better on a color background. Committee agreed this was a good idea. Miho Murai suggested adding “Historic Cultural North Neighborhood Council” under the logo. Chair Ling agreed and clarified that there could be additional versions with the added text, but she wanted to move ahead with these versions as they would probably be useful in some applications.

**Motion:** Recommend these updated versions of the logo for official HCNNC use, with the corrections noted (Phyllis Ling motioned, Miho Murai seconded).

**Public Comment:** None.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

**6.2** Discussion and possible action to approve revised flyers and brochures. Discussion and possible action to recommend payment of up to \$500 to ER Copies to print a small initial run of these flyers. [\[Virtual-GeneralHCNNCFlyer-P1-Eng-draft.pdf\]](#), [\[Virtual-GeneralHCNNCFlyer-P1-ChT-draft.pdf\]](#), [\[Virtual-GeneralHCNNCFlyer-P1-Spa-draft.pdf\]](#), [\[HCNNC Tri-fold Flyer1a-draft.pdf\]](#), [\[Printing Estimate-ERCopies.pdf\]](#)

**Committee Discussion:** Corrections: On the Spanish Flyer, change “Histórico-Cultural Comité Vecindario De Norte” to “Comité Histórico Cultural Del Vecindario Norte”. Chinatown Library needs to be removed from the list of posting locations on the brochure for now, until it reopens and we are allowed to post inside again; posting outside, on windows is not allowed. Revise the El Pueblo posting location to read “El Pueblo de Los Angeles”. Phyllis Ling noted that “in front of 555 Main St” was confusing because it suggests the posting location is at the church, not in the plaza. Valerie Hanley suggested changing that to “El Pueblo is across from 555 Main St.” Chair Ling also noted that the brochure with the photos can be updated with better photos – these were photos available for free in the HCNNC Canva account. There were some photos of Olvera Street in Canva, but they looked busy and text was hard to read with those photos in the background. Valerie Hanley suggested that the brochure can be approved in terms of concept, text, and layout.

**Motion:** Approve the flyers and brochures with the changes noted, and approval of the brochure in terms of concept, text, and layout. (Phyllis Ling motioned, Valerie Hanley seconded).

**Public Comment:** Eugene Moy commented that it was important to approve something to get started.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

**Committee Discussion:** Chair Ling reviewed various options for printing, in terms of number of copies of flyers in each language, and asked if two-sided bilingual flyers should be printed. Committee agreed if they are going to be posted, you would only see one side. Chair Ling suggested printing the following: 200, 2-sided brochures for \$160, 200 of the flyers in English for \$98, and 100 each of the flyers in the Chinese and Spanish for \$50 x 2, for a total of \$358 plus tax. Miho Murai asked where we might post them.

**Motion:** Recommend payment of up to \$500 to ER Copies to print a small initial run of flyers and brochures. (Phyllis Ling motioned, Valerie Hanley seconded).

**Public Comment:** Eugene Moy supported moving forward with printing.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

## 7 — New Business

### 7.1 Discussion about updates to HCNNC website and social media. Discussion and possible action to recommend payment of up to \$200 to Namecheap for renewal of website hosting and domain services for 1 year. [[Namecheap-11-07-20-website-est.pdf](#)]

Chair Ling noted that she had made a number of updates to the website, including the bar at the top, which was the City of LA widget.

**Motion:** Recommend payment of up to \$200 to Namecheap for renewal of website hosting and domain services for 1 year. (Phyllis Ling motioned, Valerie Hanley seconded).

**Committee Discussion:** Chair Ling noted that domains can only be renewed on a yearly basis, but hosting services could be renewed on a monthly basis until July in order to keep the expense within the 2020-2021 fiscal year. The total expense would likely be less than \$100, but she wanted to have a buffer in case there are additional fees that need to be paid, such as redemption fees if the domains are allowed to expire. Miho Murai asked if this money would be paid from the Outreach budget, or whether it would come out of the Office/Operational budget. Chair Ling indicated that it would come out of Outreach. She suggested the board avoid a stalemate about amending the budget for this small expense, which could delay renewal of the website. There will be opportunities to transfer more money to the Outreach budget for other expenses.

**Public Comment:** None.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

### 7.2 Discussion to design stickers and t-shirts pending approval of HCNNC logo.

Chair Ling noted that she wanted to have designs prepared in case the Outreach Committee budget is increased. Stickers are very useful, can be placed on give-away products like hand sanitizer, or stuck on various surfaces, almost like graffiti, although she was not recommending that. Stickers aren't very expensive. Can get approximately 500 circle stickers printed for \$100. T-shirts would be good to have on hand in case there are outreach events. Volunteers helping with HCNNC events, such as neighborhood cleanup or food distribution, should be given HCNNC t-shirts to wear during the events. T-shirts can be printed without minimums through Vistaprint for around \$15 each. Having no minimum is important because of the tiny Outreach budget. Miho Murai suggested using a local vendor with fair labor practices, and trying to get the price down.

**Public Comment:** Eugene Moy noted that t-shirts and sweatshirts sold through the school district have been a good way for them to raise money and awareness. He suggested that BID or chamber of commerce should be promoting HCNNC. He noted that it will be hard to get good prices on t-shirts without a larger order. He recommended asking the Egyptian store owner on the eastside of Broadway about t-shirt printing. Chair Ling noted that she had spoken to him before, unrelated to HCNNC, and would ask him about it.

### 7.3 Discussion and possible action to recommend increasing HCNNC's 2020-2021 Outreach budget (\$1,500) to up to \$10,000, and budget line items for Outreach. [[Administrative Packet\(FY2020\\_2021\).pdf](#)]

**Committee Discussion:** The committee discussed where there could be money to draw from the budget to transfer to Outreach. Miho Murai noted that \$6000 could be drawn from Office rental, as that appears budgeted for the entire fiscal year, and several months have already passed without an office being rented. Phyllis Ling noted that the \$2400 for the meeting locations expenses could be another source because HCNNC is unlikely to meet in person until next April at the earliest, due to COVID. The \$1500 budgeted for Elections is no longer needed because HCNNC is not having elections in 2021. Chair Ling asked if the committee wanted to ask for all of that money, or only part of it for Outreach. The committee members suggested \$5000 for outreach, and the rest for NPG.

**Motion:** Recommend increasing HCNNC's 2020-2021 Outreach budget to \$5000. (Phyllis Ling motioned, Miho Murai seconded).

**Committee Discussion:** Chair Ling asked if the committee should suggest line items for Outreach. There was consensus around \$200 for the website and \$4800 for "Outreach Materials", which could include flyers, brochures, stickers, t-shirts, banners, and give-away products (such as hand sanitizer and face masks).

**Public Comment:** None.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

**7.4** Discussion and possible action to recommend a regular review process for Neighborhood Purpose Grants (NPGs).

**Committee Discussion:** Chair Ling commented that having a committee review NPGs prior to recommendation to the full board makes sense, to make sure the paperwork is in order. This would also theoretically provide a way to have NPGs included in the full board agenda under Committee Reports. Chair Ling asked if it made more sense for NPGs to be reviewed by committees based on subject matter of the project. Miho Murai noted that the Budget Committee would be the obvious choice for a committee to review NPGs, except that the Budget Committee doesn't meet.

**Motion:** Recommend that Neighborhood Purpose Grants (NPGs) be reviewed by the Outreach Committee prior to review by the full board. (Phyllis Ling motioned, Miho Murai seconded).

**Public Comment:** None.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

**7.5** Discussion to create a directory of businesses, non-profits, resident associations, and other resources specific to HCNNC.

Chair Ling noted that she would like to create this resource. This would need to be inclusive, and not discriminate in any way. This would also be a way for us to reach out directly to organizations without asking them to do anything for us, other than to confirm if the information is correct. Miho Murai suggested contacting CCED and asking them if we can share their map and list of businesses.

**7.6** Discussion on the proposed Draft Digital Media Policy for Neighborhood Councils. This is a preliminary document drafted by the Department of Neighborhood Empowerment [[Draft-Digital-Media-Policy-for-BONC-on-9.29.2020.pdf](#)]

Chair Ling noted that the Draft Digital Media Policy is still in early stage of discussions at BONC, and may undergo further revision by DONE. She just wanted the Committee to be aware of it. She noted that some of the public comments so far have been that the regulations are too restrictive and seem more designed to protect the City from litigation than to facilitate outreach. Miho Murai asked if the policy regulates not only the board's social media accounts, but also the use of social media by individual board members on their own accounts. Chair Ling indicated that it does, and noted section 9.4 as an example.

**8 — Committee Member Announcements**

None.

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

None.

**10 — Adjournment (8:22 p.m.)**

**Motion:** To adjourn the meeting.

**Vote on Motion:** Unanimous (3-Yes). MOTION PASSED.

The meeting adjourned at 8:22 p.m.

## Committee Members

**Phyllis Ling (Chair)**

Solano Canyon  
Residential Representative

**Miho Murai**

At-Large  
Stakeholder Representative

**Valerie Hanley**

El Pueblo  
Non-Profit Representative

### Public Input at Neighborhood Council Committee Meetings

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.

### Public Posting of Agendas

The agenda of the committee's meetings are posted for public review at the following locations: 1) Solano Avenue Elementary School, 615 Solano Avenue, Los Angeles, CA 90012, 2) Public Notice Board, El Pueblo de Los Angeles (Notice Board is across the street from 555 N Main St, Los Angeles, CA 90012).

You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions> or HCNNC's mailing list at <https://hcnnc.org/subscribe/>.

### The Americans With Disabilities Act

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment by email: [NCsupport@lacity.org](mailto:NCsupport@lacity.org) or phone: (213) 978-1551.

### Public Access of Records

In compliance with Government Code Section 54957.5, non-exempt writings that are distributed to a majority or all of the committee in advance of their meetings, may be viewed at the Chinatown Branch Library at 639 N Hill St, Los Angeles, California 90012, or at the committee meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact HCNNC at: [hcnnc.board@gmail.com](mailto:hcnnc.board@gmail.com).

### Servicios De Traducción

Si requiere servicios de traducción, favor de notificar a la oficina 3 días de trabajo (72 horas) antes del evento. si necesita asistencia con esta notificación, por favor llame al (323) 716-3918.

### 翻译服务

如果您需要翻译服务, 请在活动开始前3个工作日 ( 72 小时 ) 通知办公室。 如果您在此通知中需要帮助, 请致电(323) 716-3918。