

HCNNC

HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



Monday, December 7, 2020 – 7:15 - 8:00 p.m. Outreach & Communications Committee Meeting

Zoom Meeting Online or By Telephone

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To provide public comment:

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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 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

Meeting called to order by Chair Phyllis Ling at 7:30 p.m. Three stakeholders were in the audience. Steve Rice, an HCNNC board member not on the committee, joined the meeting after the call to order.

2 — Establishment of Quorum - Roll Call

All committee members were present. There was quorum.

Phyllis Ling	✓	Miho Murai	✓	Valerie Hanley	✓
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3 — Discussion and possible action to approve the minutes of the Outreach Committee Meeting of November 10, 2020. [\[OCMinutes-11-10-20-HCNNC-draft.pdf\]](#)

Motion: Approve the minutes of the Outreach Committee meeting on November 10, 2020 as presented by the Chair (Miho Murai motioned, Valerie Hanley seconded).

Discussion: None.

Public Comment: None.

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

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

None.

5 — Old Business

5.1 Updates to the proposed HCNNC logo. Discussion and possible action to recommend updated versions of the logo for official HCNNC use. [[rev120420-HCNNC-Logo.pdf](#), [HCNNC Logo B W with Names and HCNNC Monotype Corsiva.pdf](#)]

Chair Ling reported that she had not received any new proposals for logos following the general board meeting. The revised logo has the neighborhood council name and communities under the graphic. She noted the symbolism of the graphic, that it looks like a compass, with the “North” in Historic Cultural North at the north position. “Due north” or “true north” represents honesty, integrity, and truth, which we should aspire to. Having a recognizable graphic rather than only letters makes sense because the neighborhood council is multilingual. Valerie Hanley presented another version using the compass graphic, with the names of the communities inside the compass.

Public Comment: Steve Rice prefers the simplicity of the block letters. He noted that Peter Greco ([petergrecoart.com](#)), who has designed many iconic logos, has taught him that whenever you make a logo, it should be concise and succinct. He liked the existing logo because it has all of the necessary elements and nothing more: HCNNC acronym, full name of neighborhood council, and the neighborhoods. He suggested using the color version of the compass and superimposing it behind the block letters. Eugene Moy also suggested simplifying the logo, and preferred that the community names be lined up boldly, rather than placed inside the compass graphic.

Discussion: Miho Murai suggested the idea of a logo contest for children because the board had already rejected the compass logo, and hoped that the board would not reject a logo from children in a contest. Phyllis Ling wanted to keep options open. The board could move forward with a logo, and also hold a contest without committing to replacing an existing logo with the winning logo.

Motion: Forward both logo revisions to the full board for approval. (Miho Murai motioned, Phyllis Ling seconded)

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

5.2 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. [[rev120320-Virtual - General HCNNC Flyer.pdf](#), [rev120320-HCNNC Tri-fold Flyer1a.pdf](#), [Printing Estimate-ERCopies-111020.pdf](#)]

Discussion: Chair Ling noted that she changed the fonts in the flyers and brochures to make them consistent with the block letters in the existing “temporary” logo (as used in Mailchimp email blasts). Changed color of “HCNNC” to match that logo. On the brochure, she updated the contact info for Councilmember Kevin De Leon. Valerie Hanley suggested outlining the letters in black for “HCNNC” in the flyer to make them stand out. She did not see the need to revote on the flyers and brochure, as these documents are substantially the same.

Public Comment: Steve Rice suggested having the administrative assistant make and print the flyers, so that it could be an administrative expense.

Chair Ling noted that paper/printed advertising for the neighborhood council must be approved by the board before distribution.

No action taken.

6 — New Business

6.1 Discussion and possible action to organize a contest to create a logo for HCNNC, including establishment of rules, eligibility, requirements for the logo, prize money, and a plan for outreach.

Miho Murai gave a summary of her proposal with a list of rules. Her proposal was to have a contest for 3rd through 5th graders, but it could also be for the general community. She suggested the contest as a way to get children thinking about what neighborhood councils are about. We could do a presentation for schools about neighborhood councils and the logo contest. In schools, presentations can't be done in Zoom; they must be prerecorded, so that the schools can approve the content.

Motion: Organize a contest to create a logo. (Miho Murai motioned.)

Discussion: Phyllis Ling liked the idea of engaging young people, but logos are hard to design. She suggested a contest with multiple age tiers and a prize for each. The board could be non-committal in terms of actually using the logo.

Public Comment: Steve Rice liked the idea of engaging young people. A lot of times young people come up with great things, but what if all of the logos are atrocious?

Discussion: Miho Murai did not think children's art would be atrocious. The idea for the contest was to figure out another way to have a logo that wouldn't be rejected at a full board meeting. The board does not appreciate the time and energy we have put into logos and flyers. Valerie Hanley suggested having a logo contest for a specific flyer or event, like the town hall for non-profits. Chair Ling noted that there does not seem to be a consensus to move forward, and suggested discussing this further at next month's meeting. Miho Murai suggested we check with the City Clerk on rules.

No action taken.

7 — Committee Member Announcements

None.

8 — Requests and Motions for Future Agenda Items

Miho Murai requested the directory of non-profits, businesses, and other community resources on next agenda.

9 — Adjournment (8:19 p.m.)

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

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

Meeting adjourned at 8:19 p.m.

Committee Members

Phyllis Ling (Chair)

Solano Canyon
Residential Representative

Miho Murai

At-Large
Representative

Valerie Hanley

El Pueblo
Non-Profit Representative

Public Input at Neighborhood Council Committee Meetings

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Public Posting of Agendas

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- 1) Solano Avenue Elementary School, 615 Solano Avenue, Los Angeles, CA 90012,
- 2) Public Notice Board, Plaza el Pueblo de Los Angeles (Plaza is across the street from 555 N Main St, 90012).

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