

# HCNNC

## HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



### Monday, July 18, 2022 – 6:30pm - 8:00 p.m. Outreach & Communications Committee Meeting Minutes

Public Meeting Online or By Telephone

Online: <https://zoom.us/j/97707779151>

Telephone: Dial (888) 475-4499 (Toll Free), Then Enter This Webinar ID: 977 0777 9151 and Press #

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

(669) 900-6833 • Toll Free: (833) 548-0276 • (833) 548-0282 • (877) 853-5257

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

The meeting was called to order by Chair Phyllis Ling at 6:32 p.m.

All committee members were present. Don Toy and Valerie Hanley joined by phone.

Public: Mei Lau (left around 7 pm), Eugene

#### 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	✓	Don Toy	✓

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

None.

#### 4 — *New Business*

##### 4.1 *Discussion and possible action to set the regular date and time for Outreach Committee meetings.*

Phyllis – Suggested having it monthly on Mondays.

Don – 2<sup>nd</sup> Mondays are OK; start at 6 pm instead of 6:30 pm

Miho – There is usually a holiday on Mondays. In the past, we tried to have two committee meetings on the same night.

Valerie – 6:30 pm works better for most people; 2<sup>nd</sup> Monday is fine.

**Motion:** that the regular meeting be held on the 2<sup>nd</sup> Monday of the month from 6:30 pm to 8 pm (Phyllis Ling motioned, Valerie Hanley seconded).

**Public Comment:** None

**Vote:** Miho (Yes), Valerie (Yes), Don (Yes) – **Motion passed.**

#### *4.2 Planning for the 2023 Neighborhood Council Elections.*

##### *4.2.1 Review of the election timeline, deadlines, and procedures. HCNNC's election will be on Thursday, May 4, 2023. All board seats will be on the ballot.*

Phyllis — Election will be vote by mail and in person. There is a draft Election Handbook with info. Voters have 30 days to request vote-by-mail ballot - paper and online form. The deadline will be 20 or 30 days (TBD) before election day. It used to be you could request a ballot up to 7 days before Election Day, but City Clerk needs time to make the voter roster and fix any problems people have with receiving ballots. Candidate filing period begins approximately 120 days before election day (January 4, 2023), 45 day filing period. Uploaded draft 2023 handbook to Google Drive.

Don – wants to get a paper copy of the Election Handbook first and will review it and then can call the City Clerk's Office about vote-by-mail; we passed a budget and if we are using supplies, we should be reimbursed. He received agenda on Friday and he did call Jose but he hasn't gotten a response from him.

##### *4.2.2 Discussion and possible action to make recommendations for the 2023 Election*

*Information Worksheet. [Draft Worksheet here.](#)*

Don – Thinks we should start at 1 pm to 7 pm because some of the people in Chinatown get off and have staggered lunches

Miho – Believes 1 pm to 7 pm is better than 2 pm to 8 pm.

Valerie – If 1 pm to 7 pm is better for everyone than that's good. Later time if it is a Thursday; it is the day before Cinco de Mayo therefore a later time is better for people who work

Phyllis – Last election was at Alpine Recreation Center.

Don – Library does not have as many parking spaces as Alpine Recreation Center

Miho – Alpine is closer to the residential community. For the time, suggested 1:30 pm to 7:30 pm as a compromise.

Phyllis – Discussed languages for voter information, candidate form, and polling places.

Don – Requested Toisan at the polling poll in the past; he thinks if we can get a translator in Toisan that would be great.

**Public Comment:** None

Don – Suggested to have it from 1 pm to 7 pm. Earlier is better for people who work at restaurants.

Miho – Since we are not offering it in the morning, more people are likely to vote after work, so it's better to do it later.

Don – People who live in Chinatown, Victor Heights, etc. he thinks an hour earlier makes it more convenient for them; he is not talking about the people who drive. Phyllis – lots of elderly people take a nap after lunch so 1 pm might be too early.

Don – **made a motion to change the time from 1 pm to 7 pm.** No one seconded the motion.

Don – believes that the Chair of HCNNC should be listed on the Election Form

Phyllis – prefers to leave it blank for now – hopes that we have an Election Committee Chair

**Motion:** Approve the Election Worksheet as presented (Miho Murai motioned, Phyllis Ling seconded.)

**Public Comment:** None

**Vote:** – Miho (Yes); Don (No); Valerie (Yes), Motion passed.

#### *4.2.3 Discussion about events and workshops by HCNNC to support election outreach.*

*Tabled by Phyllis Ling.*

#### *4.3 Discussion on an Outreach Strategic Plan for HCNNC, including goals, budget, and potential projects/events for 2022-2023 Fiscal Year. Draft document here.*

Went over Draft Outreach Strategic Plan

Phyllis – it is a draft; not planning to approve it at this meeting.

Miho – Willing to assist with the list of businesses and non-profit organizations under Stakeholder Demographics Research.

Don – Cannot take this on right now. Believes we should start with HCNNC members and see what our needs are.

**Public Comment:** None

Went over budget and funding expenditures. Out of annual \$32k budget, suggesting up to \$20k for Outreach Budget, \$5k for Election Budget, \$7k for Admin/Operational Budget. \$7k would only have a chance of working if DONE is still reimbursing us for translation/interpretation. Phyllis asked Valerie to check with NEA Jose Galdamez if this is still the case.

Phyllis suggested:

- \$2k for flyers and brochures
- \$8k for General HCNNC Awareness - Direct Mail Distribution/Non-profit partnerships to do outreach
- \$1k for HCNNC Outreach Events (Fees, food, etc.)
- \$5k for Branded Promotional Materials (Tote bags, pens)
- \$2k for Outreach Supplies (Canopies, tables, t-shirts, banners, etc. )
- \$2k for Additional Items/supplies needed for outreach categorized Under Operational/Administration Expenses

Miho – Suggested more money to flyers as opposed to direct mail distribution. \$8k not enough for direct mail anyway.

Phyllis - Agree not enough money for direct mail. Willing to go door to door, although some apartment buildings hard to reach that way. Was trying to acknowledge that Chair Wilson Gee wants us to reach every stakeholder this year.

**Public Comment:** None

Phyllis – Went over Communication Plan and Marketing Outreach Campaign. For social media, suggested reach out to schools and churches, getting youths to volunteer for this; suggested Miho and Don to get involved.

Don – Can help out.

Miho – Can help out; maybe we can have a logo contest again or a T-shirt contest

Valerie – A lot of schools want kids to have community service and we can work with the schools to do that. Regarding logo, the artist is going to sell the logo to her and then she can give it to the board.

**Public Comment:** None

*4.4 Discussion and possible action to make recommendations for HCNNC's 2022-2023 Fiscal Year budget, including funding for Outreach, Election, website, and neighborhood purpose grants.*

Not discussed due to time limit for meeting.

#### **5 —Committee Member Announcements**

Miho – NC Congress is on Saturday, September 24, 2022 from 7:45 am to 8:00 pm

#### **6 —Requests and Motions for Future Agenda Items**

None.

#### **7 —Adjournment (8:07 p.m.)**