

HCNNC

HISTORIC CULTURAL NORTH NEIGHBORHOOD COUNCIL

CHINATOWN • EL PUEBLO • SOLANO CANYON • VICTOR HEIGHTS



Monday, August 8, 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: Elise Dang, Tom Williams, Eugene Moy

2 — Establishment of Quorum - Roll Call (6:35 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)

Elise Dang, manager for the new LA River Farmer's Market and LA State Historic Park. For black business month, they are doing a scavenger hunt with black businesses throughout LA and three of the vendors at the farmer's market are included in the event. People can scan QR codes with the vendors and earn points. Ends August 27 - they will give away things like concert tickets and items from affiliated businesses. Tomato festival on September 8. Would appreciate help of the neighborhood council to get the word out about the market.

Chair Ling offered to share flyers or graphics on HCNNC's social media and newsletter.

4 — Discussion and possible action to approve the minutes of the July 18, 2022

Outreach Committee Meeting. [Draft Minutes Here](#). (6:38 p.m.)

Motion: To approve the minutes (Phyllis Ling, seconded by Miho Murai).

Discussion: None.

Public Comments: None

Vote: Miho Murai (Yes); Don Toy (Abstain); Valerie Hanley (Yes), Phyllis Ling (Yes) Motion passed.

Discussion: Don Toy stated he did not receive the minutes. Chair Ling clarified that she delivered the minutes to him.

5 — Old Business

5.1 Discussion on an Outreach Strategic Plan for HCNNC, including goals, budget, and potential projects/events for 2022-2023 Fiscal Year. [Draft document here.](#)

Discussion: Chair Ling reviewed changes to the draft plan as highlighted in [document here](#). Many of the changes were made due to budget constraints. Don Toy asked to make sure we do not leave out people who don't use internet and don't speak English. Miho Murai suggested working with schools – getting parents involved, getting high school students involved, LACC involved. She offered to volunteer for CicLAvia. Don Toy suggested getting UCLA and nearby high schools involved, Asian American clubs at these institutions involved, even outside of HCNNC boundaries.

Public Comments: Dr. Tom Williams from LA32 Neighborhood Council. Suggested doing outreach and networking at Neighborhood Council Congress. For controversial issues that HCNNC can discuss to get the community involved, he suggested the Buena Vista Lofts project and the Gondola.

Miho Murai clarified that she is on the NC Congress planning committee and HCNNC has donated a significant amount of money. Chair Ling also noted that she will have to recuse herself on the Buena Vista and Gondola projects, so the committee will have to figure out how to spearhead those discussions.

5.2 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.

Chair Ling made a motion for HCNNC's 2022-2023 Fiscal Year Budget: \$18,000 Outreach, \$8,000 for General Operation/Admin, \$4,000 for Elections, \$0 for Neighborhood Purpose Grants because HCNNC is still in Exhaustive Efforts and can't spend any money on NPGs. There was not a second. Miho Murai suggested having some money in Neighborhood Purpose Grants (NPG). Valerie Hanley suggested the same and noted that the total listed is \$30,000, so there is \$2,000 available. Don Toy did not think having a small amount for NPGs would make an impact.

Motion: Recommend for HCNNC's 2022-2023 Fiscal Year Budget: \$18,000 Outreach, \$8,000 for General Operation/Admin, \$4,000 for Elections, \$2,000 for Neighborhood Purpose Grants. (Phyllis Ling made the motion, Miho Murai seconded.)

Public Comment: Eugene Moy agreed with the numbers in budget, and thought having the placeholder for NPGs was good in case something comes up in the course of the year.

Vote: Miho Murai (Yes); Don Toy (Yes); Valerie Hanley (Yes), Phyllis Ling (Yes) Motion passed.

6 — New Business

6.1 Discussion and possible action to recommend approval of an Outreach Event – HCNNC participation at the "Heart of LA" Ciclavia event on October 9, 2022. HCNNC would

table at this day-long (9am-4pm) open streets event. A budget of up to \$200 is requested for pre-packaged snacks/refreshments from local supermarket/warehouse Store.

Discussion: Chair Ling noted that CicLAvia can provide us tents and tables. She will try to have outreach materials ready by then.

Motion: To recommend approval of HCNNC participation at CicLAvia Outreach Event and a budget of up to \$200 for pre-packed snacks/refreshments from local supermarket/warehouse store. (Phyllis Ling motioned, Miho Murai seconded.)

Discussion: Miho Murai asked what was the hold up with flyers and other materials. Chair Ling noted that the budget needs to be approved for this year. Don Toy also asked about the outreach materials that have already been approved. Chair Ling noted that the items that were approved in last year's budget were not purchased due to delays in getting credit card set up. So we have to move forward using this year's budget. She will have to cut some of the costs and get new estimates.

Public Comment: None.

Vote: Miho Murai (Yes); Don Toy (Yes); Valerie Hanley (Yes), Phyllis Ling (Yes) Motion passed.

Miho Murai suggested trying to get other board members to volunteer at CicLAvia. Don Toy suggested having all of the details, and even a script. Board members may be more comfortable volunteering if they have a better idea of what they are doing at the event.

6.2 Overview of the Neighborhood Council Digital Communications Policy that will take effect on 10/4/22, and actions that HCNNC will need to take to be in compliance.

Discussion: Chair Ling noted that the board should approve Account Administrators and approve social media accounts. She also noted that board members need to be careful about how to use social media. Board members are not supposed to comment on other board members' social media posts about issues that might come before the board. She also noted that the board could decide how it manages social media and newsletters – whether it wants to micromanage those platforms or authorize a committee to manage and publish content on those platforms. Don Toy noted that these are very complicated issues and we have to make the policies very clear to board members, such as the responsibilities for holding passwords. Don Toy asked for clarification regarding the board taking a position on issues. Chair Ling noted that the board in general should just share information, and if the board votes to take a position on an issue, they can share with the public that they have taken a position and the Community Impact Statement, but it should generally not go further than that.

Public Comment: None.

6.3 HCNNC Mailchimp Newsletter. Discussion about the sections and content to be featured in HCNNC newsletters. Suggestions for new or additional content, subject to the availability of volunteers to create new content. Newsletter archive available at <https://hcnn.org/newsletters/>.

Discussion: Chair Ling reviewed each section of the [May 2022 newsletter](#). She explained how the "Neighborhood in the News" section is compiled. She asked if there were any other sections the committee wanted to include. There were no suggestions. Don Toy asked if there should be a committee or at least more than one person or a process to look over what is included in the

newsletter. Chair Ling noted that is something the board can decide, and she would bring that up with the board in the Outreach Committee report.

Public Comment: None.

7 — *Committee Member Announcements*

Miho – NC Congress is on Saturday, September 24, 2022 from 7:45am to 5 p.m.. She is on the programming committee. HCNNC is involved in a panel about translations and digital divide. Miho is also involved in another panel about schools and libraries committees. The event is online. NCCongressla.com.

6 — *Requests and Motions for Future Agenda Items*

None.

7 — *Adjournment* (8:04 p.m.)