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COMMITTEE MEMBERS

Outreach & Beautification Committee

Maria Cermeno - Chair
Connie Calderon
Penelope Lombard (Ex-Officio)

Digital & Social Media Committee

Mel Futrell - Chair
Connie Calderon
Cade King
Nancy Rebolledo (Ex-Officio)



NORTH HOLLYWOOD NORTHEAST NEIGHBORHOOD COUNCIL AGENDA

Meeting Type:

Special Joint Outreach & Beautification and Digital & Social Media Committee Meeting

Date:

Wednesday, August 25, 2021
6:00 pm

NORTH HOLLYWOOD NORTHEAST NEIGHBORHOOD COUNCIL

Regular Board Meeting:
Monthly every 2nd Wednesday
7:00 pm
Virtually on Zoom*

Regular Joint Outreach & Beautification and Digital & Social Media Committee Meetings
2nd Monday of the month
7:00 pm
Virtually on Zoom*

Contact:

Email: Board@NHNENC.org
Website: www.nhnenc.org

***How to Join the Virtual/Telephonic Meeting**

By Telephone:

(Toll Free)

1 (669) 900-6833 or 1 (253) 215 8782, enter 877 853 5257, and Press #

Online: <https://us02web.zoom.us/j/86258234722>

Using the Zoom App: Join Meeting and enter ID: **862 5823 4722**

In conformity with the Governor's executive order N-29-20 (March 17, 2020) and due to concerns over Covid-19, all North Hollywood Northeast Neighborhood Council Board and Committee meetings will be conducted entirely virtually. Every person wishing to address the Board can join via phone or virtually at the information listed above.

PUBLIC INPUT - ON PHONE: Every person wishing to address the committee must dial *9, when prompted by the presiding officer, to address the committee on any agenda item BEFORE the committee takes action on the item. Press *6 to unmute yourself.

ON WEBINAR: Every person wishing to address the committee must "raise their hand" when prompted by the presiding officer, to address the committee on any agenda item BEFORE the committee takes action on the item. Comments from the public on other matters NOT appearing on the agenda that are within the committee's jurisdiction will be heard during the Public Comment period.

Facilitator reserves the right to move agenda items to accommodate speakers.

<u>Item #</u>	<u>Time</u>	<u>Topic</u>	<u>Sponsor</u>
1	6:00 PM	<i>Call Outreach and Digital Outreach Committee Meetings to order, roll call, and welcome</i>	Mel Futrell, Digital Chair
2	3 min/ea	Comments by Government Officials	Various
3	3 min/ea	Public Comments on Non-Agenda Items	Various
4	3 min	Discussion and Possible Action: Approve minutes from last meeting on April 26, 2021.	Maria Cermeno, Outreach Chair
5	20 min	Discussion and Possible Action: Discuss joint Outreach and Digital Outreach committee goals, what we want to achieve and next steps to develop outreach plan. Plan to include outreach for all types of stakeholders. Follow up with a document for presentation at the next general board meeting.	Maria Cermeno & Mel Futrell, Respective Chairs
6	10 min	Discussion and Possible Action: Update on outreach promotional items (for handing out to public) for presentation at the next general board meeting. Update on budget status in new fiscal year.	Maria Cermeno, Outreach Chair
7	10 min	Discussion and Possible Action: Update on outreach promotional items such as sweaters, masks, etc. to distribute to board member and stakeholders for presentation at the next general board meeting. Update on budget status in new fiscal year.	Maria Cermeno, Outreach Chair

8	20 min	Discussion and Possible Action: Review and discuss any concerns or questions regarding the current draft Digital Communications and Social Media Policy for Neighborhood Councils . **Please review policy and come to meeting with any concerns or questions! We will not be reading or summarizing the policy at the meeting.	
9	10 min	Discussion and Possible Action: Lay out plan for Board Member profiles to be collected and completed	Cade King
10	10 min	Discussion: Brief update on status of new logo for the NHNENC.	Cade King
11	10 min	Discussion and Possible Action: Review plan of action for social media presence and promotion, particularly Facebook, Instagram, and Twitter	Mel Futrell, Chair
12	10 min	Discussion: Update and plan of action for council presence on NextDoor, including determination of which NextDoor neighborhoods are within our North Hollywood Northeast neighborhood Council District	Mel Futrell, Chair
13	10 min	Discussion and Possible Action: Update and POA for Yelp! for business promotion of our NC businesses, including via restaurants and other willing business stakeholders; and setting up a Yelp! page for our NC per the other NCs that have one.	Mel Futrell, Chair
14	10 min	Discussion and Possible Action: Proposal for a council-sponsored clothing drive, in conjunction with community stakeholders.	Drina Smith, Boardmember
15	2 min/ea	Discussion and Possible Action: Stakeholders interested in becoming members of the Outreach & Beautification Committee or the Digital & Social Media Committee will be allotted 2 mins to speak. (To become a committee member, the President shall appoint a member and the Board will ratify per Article VII§3 of the Bylaws)	Various
16	5 min	Upcoming Agenda Items: Any stakeholder may request the inclusion of any specific agenda item for future meetings, and upon the presence of Board Member Sponsor, such item will be placed on the future agenda as requested, per Article VIII§2 of the Bylaws. (Possible future agenda items that Board Members or stakeholders would like to include on upcoming agendas should be directed to Outreach Chair Cermeno, at MCermeno@nhnenc.org or Digital Chair Futrell, at MFutrell@nhnenc.org , respectively.)	Mel Futrell, Digital Chair
17	3 min/ea	Committee Member Announcements	Various
18	8:00 PM	Adjournment	Mel Futrell, Chair

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board 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 Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board 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 meeting. Public comment is limited to 2 minutes per speaker unless adjusted by the presiding officer of the Board.

PUBLIC POSTING OF AGENDAS - NHNENC agendas are posted for public review as follows:

- For viewing at any hour: Valley Plaza Branch, Los Angeles Public Library, 12311 Vanowen Street, North Hollywood, CA 91605
- Our website: NHNENC.org
- Outside of Physical Meeting venue
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

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 Zaid Diaz-Arias, Board Secretary, by email zdiaz@nhnenc.org and board@nhnenc.org.

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 board in advance of a meeting may be viewed at our website: NHNENC.org or at the scheduled meeting. In addition, if you would like a copy

of any record related to an item on the agenda, please contact Zaid Diaz-Arias, Board Secretary, by email zdiaz@nhnenc.org and board@nhnenc.org.

RECONSIDERATION AND GRIEVANCE PROCESS – For information on the NHNENC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NHNENC Bylaws. The Bylaws are available at our Board meetings and our website NHNENC.org.

SERVICIOS DE TRADUCCION – Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacta Zaid Diaz-Arias, Secretaria de la Mesa Directiva, por correo electrónico zdiaz@nhnenc.org y board@nhnenc.org para avisar al Concejo Vecinal.