

**COMMITTEE MEMBERS**

Mel Futrell – *Chair*

SheRise Ford – *Vice Chair*

Connie Calderon

Nancy Rebellos



**NORTH HOLLYWOOD NORTHEAST  
NEIGHBORHOOD COUNCIL AGENDA**

**CANCELLED**

**Meeting Type:**  
Digital and Social Media Committee

**Date:**  
Monday, February 28, 2022  
7:30 pm

**NORTH HOLLYWOOD NORTHEAST  
NEIGHBORHOOD COUNCIL**

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

*Digital and Social Media Committee meets  
quarterly on the  
last Monday of the month  
7:30 pm  
virtually on Zoom*

**How to Join by Telephone:**  
**Dial:** (Toll Free) or 888 475 4499 or 1  
(669) 900-6833, enter 857 5750  
7556, and Press #

**Contact:**  
Email: [Board@NHNENC.org](mailto:Board@NHNENC.org)  
Website: [www.nhnenc.org](http://www.nhnenc.org)

**Online:** <https://us02web.zoom.us/j/85757507556>

**Using the Zoom App:** Join Meeting and enter ID: 857 5750 7556

\* In conformity with the September 16, 2021 enactment of Assembly Bill 361 (Rivas), and due to concerns over COVID-19, the North Hollywood Northeast Neighborhood Council Board Meeting will be conducted entirely with a call-in option or internet-based service option.

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

<u>Item #</u>	<u>Topic</u>	<u>Sponsor</u>
<b>7:30PM</b>	<i>Call Digital and Social Media Committee Meeting to order, roll call, and welcome</i>	Chair Futrell
<b>Logistics</b>		
1	Approval of the Agenda	Chair Futrell
2	Comments by Government Officials	Various
3	Public Comments on Non-Agenda Items	Various
4	<b>Discussion &amp; Possible Action:</b> Approve <a href="#">minutes from August 25, 2021</a> meeting	Chair Futrell
<b>Presentations</b>		
5	<b>Discussion and Possible Action:</b> Review plan of action (POA) for social media and digital presence, promotion, and management, particularly website, Facebook, Instagram, and Twitter accounts. POA shall include <ul style="list-style-type: none"> <li>• Website update schedule and plan</li> <li>• Brand identity guidelines for board-curated content, approved quarterly</li> <li>• Costs and options for third-party (Wendy Moore)</li> </ul>	Chair Futrell w/ Vice Chair Ford
<b>Community Impact &amp; Support</b>		
6	<b>Discussion &amp; Possible Action:</b> Approve and implement a social media content strategy and POA for remainder of Q1 (March) & Q2 (April   May   June)	Vice Chair Ford
7	<b>Discussion &amp; Possible Action:</b> Review and update POA for council presence on NextDoor, including determination of which NextDoor neighborhoods are within our North Hollywood Northeast neighborhood Council District.	Chair Futrell

8	<b>Discussion:</b> Review and discuss any concerns or questions regarding the <i>current</i> draft <a href="#">Digital Communications and Social Media Policy for Neighborhood Councils</a> . <a href="#">Previous and other language versions</a> available.	Chair Futrell
9	<b>Discussion &amp; Possible Action:</b> Review <a href="#">General Manager Commission Memo</a> on Digital Communications Policy and strategize attendance at March 1 BONC meeting.	Chair Futrell
10	<b>Discussion:</b> Review of <a href="#">CA Assembly Bill 992</a> and any concerns or questions regarding neighborhood council implementation/guidance.	
<i>** Please review linked materials and come to meeting with any concerns or questions. We will not be reading through them at the meeting.</i>		
<b>Concluding Business</b>		
11	<b>Discussion &amp; Possible Action:</b> Stakeholders interested in becoming members of the Digital and 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
12	<b>Upcoming Agenda Items:</b> 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 <a href="mailto:Digital@nhnenc.org">Digital@nhnenc.org</a> )	Chairs Futrell & Napoli
13	Committee Member Announcements	Various
	Adjourn	Chair Futrell

#### 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.
- **ON THE 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 A 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.

**ASSEMBLY BILL 361** — Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council’s control, the meeting must be recessed or adjourned. Any messaging or virtual background is in the control of the individual board member in their personal capacity and does not reflect any formal position of the Neighborhood Council or the City of Los Angeles.

**NOTICE TO PAID REPRESENTATIVES** — If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

**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](http://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](mailto:zdiaz@nhnenc.org) and [board@nhnenc.org](mailto: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](http://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](mailto:zdiaz@nhnenc.org) and [board@nhnenc.org](mailto: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](http://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](mailto:zdiaz@nhnenc.org) y [board@nhnenc.org](mailto:board@nhnenc.org) para avisar al Concejo Vecinal.