



Central Hollywood Neighborhood Council

OUTREACH COMMITTEE VIRTUAL MEETING

Monday, August 2, 2021 6:00 p.m.

Zoom: <https://us02web.zoom.us/j/86447137295>

Phone: (669) 900 6833

Webinar ID: 864 4713 7295

[Supplemental materials](#)

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A VOTE TO SUBMIT A COMMUNITY IMPACT STATEMENT.

1. CALL TO ORDER -- 6.01

2. ROLL CALL P A

| | | |
|-----------------|---|------|
| Louis Abramson | X | |
| Natalie Yaru | | 6.06 |
| Nicole àBeckett | X | |

3. PUBLIC COMMENT on non-agenda items

Comments from the public on non-agenda items within the Committee's subject matter jurisdiction. (Up to two minutes per speaker.)

4. ADMINISTRATIVE ITEMS

a) Approval of [July](#) minutes. (2 min)

- Abramson moves, àBeckett seconds, passes unanimously.

5. ACTION ITEMS, including discussion and possible action items

a) Review of July social media posts and preview of potential August posts. (10 min)

- Int'l Youth Day, World Humanitarian Day, Senior Citizens Day, Be an Angel Day, Women's Equality Day.
- Nicole -- can we find a stakeholder to represent each?
- Tamra Brown (stakeholder) -- can connect to Girl's State representative from Hollywood High 2021 to model Int'l Youth Day

b) Finalization of tee shirt design for purchasing pursuant to July General Board action. (5 min)

- [Natalie -- shows Hollywood Heroes form, describes that this is a stakeholder-centered version of the stakeholder perspective sharing discussed in Item 5c. Reviews Instagram linktree.]
 - Natalie -- can there be a fixed link for the meetings?
 - Daniel Perez [CHNC] -- yes.
 - Abramson -- size distribution + vendor. 50% L+XL, 40% S+M, 10% XXL+
 - Jackie Vorhauer -- knows a vendor.
- c) Review of Google form for stakeholder social media amplification and discussion of policy. (15 min)
- Nicole -- shows form; Q re: whether to ask about where in Hollywood stakeholder does their work, lives, etc.
 - Abramson -- asks stakeholders what characteristics they'd like to see in someone for us to amplify?
 - Nicole -- perhaps there should be two forms?
 - Tamra -- I like the opinion-driven aspects of this effort.
 - Natalie -- I like that this isn't self-nominating; not a showcase of a person but of their perspective of the neighborhood.
 - Louis -- how implement?
 - Yaru -- add to website, linktree, post in stories occasionally.
 - Louis -- what factors would we want to weigh, geography?
 - Nicole -- geography yes; nothing describing downtown.
 - Natalie -- we can start with trial and error until the volume is higher.
 - Louis -- one posting per quarter per participant.
 - Daniel -- add a note re: CHNC having editorial discretion.
- d) Discussion and possible action re: content for Congress of Neighborhood Councils ad. (5 min)
- Daniel Perez -- planning committee has provided sponsorship tiers; CHNC's tier is "gold level," which includes a link on the website and ½ page ad.
 - Nicole -- will people get this in advance?
 - Perez -- should be distributed the week of the event.
 - Abramson -- I think we should showcase CHNC's accomplishments.
 - Nicole -- what we did, join us to learn how we did it.
 - Perez -- ¼ page of 8.5"x11" paper. Due date is 8.24. PDF.
- e) Finalization of implementation of CHNC text engagement system. (10 min)
- Nicole -- EZTexting; 120 free credits. People can text a number or follow a link to sign up. Haven't been able to connect to Hermon NC yet; would like to be able to do that before we press play. After the intro period, costs are \$19/mo.

6. COMMENTS by Committee Members

Committee members may provide a brief statement of activities or request an item to be placed on a future agenda item

- Yaru -- agendize standing meeting links at the August CHNC Gen Board Mtg.
- Abramson -- authorize another round of merchandise purchasing at the August CHNC Gen Board Mtg.

- Yaru -- collect anything wanted for instagram ASAP + please share posts that you like.

7. ADJOURNMENT -- 6.49

The public is requested to fill out a "Speaker Card" to address the committee on any item of the agenda prior to the committee taking 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 is within the Committee's subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Committee. Agenda is posted for public review at the CHNC website (www.chnc.org), at the main posting location as required by law: Hollywood Neighborhood City Hall, 6501 Fountain Avenue, Los Angeles, California 90028. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Committee in advance of a meeting, may be viewed at the scheduled meeting. In addition, if you would like a copy of these non-exempt writings prior to a meeting, please contact Louis Abramson (labramson.chnc@gmail.com).

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, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make you submit your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Louis Abramson (labramson.chnc@gmail.com).