



SPECIAL OUTREACH COMMITTEE MINUTES

Location: North Hollywood Senior Center, 5301 Tujunga Ave., North Hollywood, Ca. 91601 —

Tuesday, September 3, 2019 - 7:00pm

Committee Chair: Maria Sosyan

Committee Vice Chair: Russell Wolff

Members: Sara Cravens / Zoe Jaeger / Rob McGrath (Secretary)

Note: Each item # below matches the item # that appeared in the published agenda for this meeting.

1. Call to Order

Call to Order at 7:05 pm by Committee Chair Maria Sosyan.

2. Committee Member Roll Call

Committee Members Present: Maria Sosyan; Russell Wolff; Sara Cravens; Rob McGrath.
Ex Officio Member Paul Storiale was also present.

3. Public Comments on Non-Agenda Items

(a) Stakeholder Don Miller lobbied for improving the NoHo Gateway Sign over Lankershim Blvd.

4. Presentation and Discussion: To establish NC presence on NoHoArtsDistrict.com to promote transparency, open communication and collaboration in our neighborhood. The site informs viewers of current events related to the NoHo Arts District but has little to no information about the NC. With the blog, we can inform constituents of upcoming meetings, events, call to actions, spotlight board members, important updates, salient topics and more (Lisa Bianconi).

Lisa from NoHoArtsDistrict.com encouraged the Outreach Committee to work with her and use their website to post agendas and minutes of our monthly board and committee meetings; Information on Community Beautification Projects; and other NC-sponsored projects such as Hands4Hope, etc. Also calendar updates and blog posts.

5. Presentation and Discussion: To discuss and debrief the summer concert series known as NoHo Summer Nights (Nora Ross).

Outreach Committee invited Nora Ross of the Valley Cultural Foundation to our 9/3/2019 meeting to discuss recent NoHo Summer Nights Concerts in North Hollywood Park.

Committee members are concerned about political candidate tables at the event (per Nora, this is a 1st amendment issue and candidate tables cannot be banned); Possibility of additional food trucks (per Nora, there are a maximum of -3- food trucks per event, but operators are concerned with lack of revenue); and using more local talent (per Nora, while local bands may submit an application, Valley Cultural Foundation determines which musical acts to include in NoHo Summer Nights). Also whether NoHo Neighborhood Council representative could make a sponsoring announcement just before headliner performs (per Nora, we can select our time to give a sponsoring announcement).

Per Nora, Valley Cultural Foundation continues to promote NoHo Summer Nights on their website, Facebook, Twitter, and Instagram. Also, cross-promotion with neighborhood councils and articles in Daily News.

6. Presentation, Discussion and Possible Action: Update on the 3-1-1 flyer created by Rob McGrath to inform our neighbors and help keep the streets of NoHo clean and safe (Maria Sosyan).

At our 8/5/2019 Outreach Committee meeting, stakeholder Tom Fonss advised that the alley near his North Hollywood residence repeatedly fills up with illegal dumping. Per Tom, while using L.A. City 3-1-1 helps, he would like Outreach Committee to promote 3-1-1 usage on social media. Committee member Rob McGrath shared current 3-1-1 usage report he prepared showing that NoHo Neighborhood Council area has the 5th highest 3-1-1 usage citywide. Outreach Committee offered to help publicize 3-1-1 usage on social media.

“Requesting L.A. City Services is EASY as 3-1-1” article and flyer posted 9/6/2019 on Nextdoor (470 impressions to date). Information on MyLA311 App also posted on our NoHo Neighborhood Council Facebook page.

7. Presentation and Discussion: Update on social media calendar (Maria Sosyan).

At our 8/5/2019 meeting, Maria introduced “Google Sheets” template for tracking Outreach Committee usage of social media platforms. Committee members are encouraged to update our shared social media calendar whenever posting on our NoHo NC Website, Facebook, Nextdoor, Twitter, or Instagram.

8. Presentation and Discussion: Update on MailChimp account (Maria Sosyan).

Web Corner to set-up widget on NoHo Neighborhood Council website to link with MailChimp. We will limit collection of stakeholder names and physical addresses on an opt-in basis only. Once the MailChimp widget is added to our neighborhood council website by Web Corner, Paul Storiale will send welcome email.

9. Presentation and Discussion: To create NoHo NC 3rd Annual Community mixer. Update on TeaPop (Maria Sosyan).

Prior NoHo Neighborhood Council Community Mixers held on 6/17/2017 at Groundwork Coffee, and on 12/9/2018 at NoHo Plaza on Lankershim Boulevard near Magnolia. 2019 mixer to be held later this year with catered food and beverages. One suggestion is for using TeaPop Tea House at 5050 Vineland near Otsego.

Goal is to raise awareness of NoHo Neighborhood Council with games, food, and possible giveaways. We have rental rates from TeaPop with 75-to-100 guests maximum. We are also considering other locations for our community mixer along Lankershim or Magnolia.

10. Review and adopt minutes from August meeting (Maria Sosyan).

Minutes from 8/5/2019 Outreach Committee meeting were reviewed and approved. *Vote: (4-0-0) Approved.*

11. Committee Announcements (All).

Outreach Committee members are reminded that social media postings should be informative and factual and to avoid expressing opinions. We may also promote community events sponsored by local governmental agencies or for which there is no admission charge to attend.

12. Meeting Adjourned

Meeting was adjourned at 8:35 pm by Committee Chair Maria Sosyan.

The goals of the NoHo Neighborhood Council Outreach Committee include (1) To inform stakeholders about meetings and community projects; (2) To interact with stakeholders at events and learn more about their concerns; and (3) To encourage active participation from stakeholders who live, work, or have an interest in the NoHo neighborhood.

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