



MINUTES OUTREACH & ELECTIONS MEETING/General Board Meeting



Wednesday, December 2nd, 2020
6:30 pm

ZOOM – MEETING ID 979 4137 2867

Join Zoom Meeting Online: <https://zoom.us/j/97941372867>
 Meeting ID: 979 4137 2867
 Or via phone: (669) 900-6833 and enter/dial 979 4137 2867 followed by # (pound)

IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17, 2020) AND DUE TO CONCERNS OVER COVID-19, THE BOARD OF GREATER TOLUCA LAKE NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ON ZOOM AND BE ACCESSIBLE TELEPHONICALLY.

Instructions on how to sign up for public comments will be given to listeners at the start of the meeting.

<i>X = Present, AB = Absent, EX = Excused</i>					
<u>X</u>	Tony Carey	<i>Co-Chair</i>	<u>X</u>	Hannah Globus	<u>EX</u> Ari Stern
<u>X</u>	Kelly Cole	<i>Co-Chair</i>	<u>X</u>	Tina Smith	<u>EX</u> Natasha Lewin
<u>X</u>	Katherine Hatton		<u>X</u>	Lee Jameson	<u>X</u> James Fitzpatrick
<u>AB</u>	Natalie Baldini		<u>X</u>	Danielle Mihaljevich	
Hannah and Lee joined the meeting at 7 pm.					

1. Call to Order	Start Time <u>6:36 PM</u>												
2. Attendance	Public in Attendance: <u>0</u>												
3. Minutes													
<i>(Three (3) Minutes per Speaker per Agenda Item)</i>													
a. Review and Approve Committee Minutes													
MOTION A: Approve the GTLNC November 11th, 2020 Outreach & Elections Committee Minutes. Full text of the minutes can be found at: https://www.gtlnc.org/													
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border-right: 1px solid black; padding: 2px;">Tony Carey /yes</td> <td style="padding: 2px;">Hannah Globus</td> <td style="padding: 2px;">Ari Stern</td> </tr> <tr> <td style="border-right: 1px solid black; padding: 2px;">Kelly Cole/ yes</td> <td style="padding: 2px;">Tina Smith/yes</td> <td style="padding: 2px;">Natasha Lewin</td> </tr> <tr> <td style="border-right: 1px solid black; padding: 2px;">Katherine Hatton/no</td> <td style="padding: 2px;">Lee Jameson</td> <td style="padding: 2px;">James Fitzpatrick/yes</td> </tr> <tr> <td style="border-right: 1px solid black; padding: 2px;">Natalie Baldini</td> <td></td> <td></td> </tr> </table>	Tony Carey /yes	Hannah Globus	Ari Stern	Kelly Cole/ yes	Tina Smith/yes	Natasha Lewin	Katherine Hatton/no	Lee Jameson	James Fitzpatrick/yes	Natalie Baldini			<p>VOTE: <u>5 / 1 / 0</u> <i>First: Katherine Second: Danielle</i></p>
Tony Carey /yes	Hannah Globus	Ari Stern											
Kelly Cole/ yes	Tina Smith/yes	Natasha Lewin											
Katherine Hatton/no	Lee Jameson	James Fitzpatrick/yes											
Natalie Baldini													



Danielle Mihaljevich/yes

Y – Yes A – Abstain I – Ineligible
 N – No R – Recusal E – Excused

4. Public Comment

(Three (3) Minutes per Speaker)

5. Committee Member News & Announcements

(Three (3) Minutes per Speaker)

Call for holiday related items for the community board. Marshall Theater event, Animal Shelter drive, HOA mentioned.

6. On-Going Business

(Three (3) Minutes per Speaker per Agenda Item)

A. Discuss out of pocket expenditures required by mandated updating and maintenance of the Community Bulletin Board and approve future funding.

Discussed the purpose and use of the new Funding Worksheet, in general and how it pertains to this motion. It was clarified that the worksheet is supposed to be an aid to the public and not just to the Executive Committee or the General Board. Concern expressed that the worksheet could be used by the Executive Committee to make unilateral decisions about the motions that come before the general board. Reiteration that use of the worksheet is an experiment and its use can be ended if it becomes onerous or opaque.

To that end, the worksheet was filled out for motion B in advance of this meeting. A suggestion was made to revise the form to include who filled the form out and which vendors are to be paid (if known). Outreach plans to attend the next Executive Meeting to address the many ways the request for this form several weeks in advance is already problematic for effective committee work.

MOTION B: Approve up to \$400. for materials regularly required for the community bulletin board, including printing, enlargement, copying and decoration.

1st: Tony 2nd: Tina
 Motion carries 6/0/0
 Tony, Kelly, Katherine, Tina, Danielle, Jim

A. Create a 2021 GTLNC Election Plan, including the funded changes to the VOTE TOLUCA LAKE page.

Brainstormed ways to communicate key dates and recruit candidates, especially during the pandemic, which requires most every action to be virtual. Virtual has the benefit of being green. Some IRL ideas, effective but expensive, and generally not green, include a banner across Riverside Drive, preferably one which could be updated and re-used. Also, light pole signs, lawn signs, billboards, lawn signs and direct mailings.



Virtual ideas include single message use of our database, and targeted social media including advertising. Also, Zoom and phone outreach to community groups including school PTAs, congregations, special interest groups and other stakeholder groups representative of our 12,5000+ stakeholders. Considered use of the Neighborhood Watch Lists to get the message out regarding a call for candidates.

Main priority now is to recruit candidates. Direct, one on one recruiting has traditionally been most effective. Discussed creating a working for election work moving forward which allows more frequent and flexible meetings.

Discussed spending for the election, possibly putting a motion on the January agenda for funds to cover some initial outreach. Past spending has included printed Meet the Candidates cards and Voting information. With Covid restrictions, tougher to know if this is worthwhile as printed pieces become more difficult to distribute.

Discussed changes TYS needs to make in the VoteTolucaLake website because Katherine does not have full access (note if full access were granted, there would be no cost to make these changes. Un-necessarily limiting Board access requires the board to pay a third party to do something we could manage for free. Changes: Header and footer need current date, images with date need to be updated to 2021. Candidate photos need to be updated as they come in. Katherine will contact Jason about working with TYS to make these changes. A budget has already been approved for this.

C. Discuss next steps for a Spring 2021 Toluca Lake Arts Festival.

Overall, there is enthusiasm and support for the idea of a virtual arts festival to replace the Taste of Toluca/Earth Day event in Spring 2021. It has been done successfully in other communities. Categories can include a mural contest resulting in some public art, photography contests with work being posted on our social media, songs, video (TL You Tube channel?), writing, etc.

There is a serious concern about how this will be produced. Most all members of Outreach. Elections work fulltime in addition to their volunteer duties, and the Election promises to take up a significant amount of committee time between now and the May election. An Arts Festival will require full board involvement in order to become a reality.

7. New Business

(Three (3) Minutes per Speaker per Agenda Item)

We discussed Outreach taking the lead on creating more social media posts, including for the election, and using our free Canva accounts to create compelling messages.



Board minutes on our GTLNC website are very difficult to find. We need to make minutes, and meeting info, agendas etc. much more intuitive to locate on our website. Right now, it does not function very well as a repository for information.

8. Meeting Adjourned

Close Time: 8:02 PM

Next Meeting: **Wednesday, January 6, 2021 @ 6:30 PM – via Zoom**

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS

The public is requested to dial *9, when prompted by the presiding officer, 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 - GTLNC agendas are posted for public review as follows:

- a. Discovery Store (Community Kiosk), at the Southeast corner of Forman Avenue and Riverside Drive.
- b. www.gtlnc.org; or
- c. 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/nrlca.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 Robyn Allyn, Board Secretary via email at Robyn.Allyn@gtlnc.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: www.gtlnc.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 Robyn Allyn, Board Secretary via email at Robyn.Allyn@gtlnc.org

RECONSIDERATION AND GRIEVANCE PROCESS

For information on the GTLNC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the GTLNC Bylaws. The Bylaws are available at our Board meetings and our website www.gtlnc.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 contacte a Robyn Allyn, Secretary of la Mesa Directiva, por correo electrónico Robyn.Allyn@gtlnc.org para avisar al Concejo Vecinal."