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## OUTREACH & ELECTIONS COMMITTEE/GENERAL BOARD MEETING

- MINUTES -

**Virtual Meeting (via Zoom)**

**Tuesday, July 7th 2020 @ 6:30 PM**

**Zoom Meeting ID # 913 5054 8798**

To join the Zoom Meeting Online <https://zoom.us/j/91350548798>

OR via telephone (669) 900-6833, enter meeting ID (above) and #

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. Persons on the phone wishing to attend the Board telephonically may also dial (669) 900-9128, and enter the webinar ID number above and then press # twice to join the meeting. Instructions on how to sign up for public comments will be given to listeners at the start of the meeting.

1. Meeting Opening/Call to Order Start: 6:38 pm      End: 7:30 pm

2. Attendance

X Kelly Cole, *Co-Chair*    X Tony Carey, *Co-Chair*    X Katherine Hatton    X Tina Smith  
X Lee Jamieson    X Danielle Mihaljevich    X Hannah Globus    X James Fitzpatrick

3. Public Comment

Natasha Lewin and Natalie Baldini have join the Outreach Committee.  
We are thrilled to welcome them both.

4. MOTION A: Approve the minutes from June 2, 2020 Outreach & Elections meeting.  
First: Tony      Second: Kelly      Minutes Approved

5. Covid-19 Impact & Response/Ad Hoc Committee discussion

Discussed need to have another committee meeting and difficulty in determining what the community needs right now. Surveys continue to be a good tool, although would like to increase engagement.

6. Outreach Priorities & Big Picture for the coming year

Better educating the stakeholders about the existence of the GTLNC, reaching a more diverse and inclusive number of our 12,400+ stakeholders, including youth, minorities, renters and



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under-represented areas such as Toluca Woods, Toluca Terrace and West Toluca Lake and amplifying their less-heard voices. Utilize the demographic information provided by the city to cut a wider swath, share that info with stakeholders.

Change the look/feel of our social media to better attract under-represented groups. Consider alternate ways to reach stakeholders including strategic partnerships. A working groups could reach out to business and other partners for social media support.

Newsletter and website and social media need content, function and aesthetic improvements. Inaccuracies still need to be corrected, and important community information needs to be added. Signing up for the newsletter needs to be more straightforward. Materials need to be easier to find.

Direct, authentic communication works best. Newsletter and texts could include positive “new to the neighborhood” and “small victories” features, and short personalized reports from each committee.

7. Outreach & Elections 2020-2021 fiscal budget priorities  
New bulletin board, Facebook ads and similar paid outreach, canvassing tools. Spending less on outsourcing in order to free up funds for more effective outreach. Signage, flyers, direct mailing, posters for businesses are all possibilities. Election in May 2021, will require support.
8. MOTION B: Approve up to 2000. for a new community bulletin board with a larger posting capacity and solar lights.  
First: Tony      Second: Katherine      Motion Approved
9. New Business

Consider moving the Outreach Meeting to a new day and/or time so that we have sufficient time. Right now, we only have an hour before many of our members must move on to the 7:30 Environmental Affairs Committee meeting.

**Next Meeting: Tuesday, August 4th 2020 @ 6:30 PM – via Zoom ID 913 5054 8798**

**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



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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:

- Community Kiosk - On the side of the Discovery Shop (10124 Riverside Dr. Toluca Lake, CA 91602) - across from Trader Joe's
- [www.gtlnc.org](http://www.gtlnc.org); or
- 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 AMERICAN 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 Juliann Miles, Board Secretary via email at [Juliann.Miles@gtlnc.org](mailto:Juliann.Miles@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](http://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 JULIANN MILES, Board Secretary via email at [Juliann.Miles@gtlnc.org](mailto:Juliann.Miles@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](http://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 Juliann Miles, Secretary of la Mesa Directiva, por correo electrónico [Juliann.Miles@gtlnc.org](mailto:Juliann.Miles@gtlnc.org) para avisar al Concejo Vecinal."