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OUTREACH & ELECTIONS COMMITTEE/GENERAL BOARD MEETING

Virtual Meeting (via Zoom)

Tuesday, August 4, 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: 6:34 pm End: 7:30 pm

2. Attendance

X Kelly Cole, *Co-Chair* X Tony Carey, *Co-Chair* X Katherine Hatton X Tina Smith
 AB Lee Jamieson X Danielle Mihaljevich X Hannah Globus X James Fitzpatrick
 X Natasha Lewin EX Natalie Baldini X Ari Stern

3. Public Comment

4. MOTION A: Approve Meeting Minutes from July 7, 2020

First: Tina Second: Katherine Vote: 7 yes / 0 No / 2 AB

5. Set Outreach Priorities for next 10 months. - Elections are a priority, tentatively scheduled for May 2021. City Council may be changing important aspects of the NC Elections. We should spend some time refocusing what Outreach is and means in 2020. Consider creating a mission statement for our committee. What is our message? What do we want to say? Formally request Outreach involvement in Outreach functions such as the website, the newsletter, social media, etc. Website requires dynamic update for basic functionality. Some needed changes date to the launch of the new site.

Changes for the website could include a "Welcome to Toluca Lake" tab, linking to newcomer info packets. Website also needs a calendar page with all meetings for the month listed with links to agendas. It would also be useful to tell people what the City Council is doing, especially things which directly affect our stakeholders.

Would like to find ways to include and amplify new and little heard voices of our community. Ari is working to connect with more high school students, especially those in the two high schools which serve GTLNC stakeholders - East Valley HS and North Hollywood HS.



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6. Determine Outreach tools and implementation. - Our website, social media and other digital communication is the single best way we have of reaching our stakeholders. Mailers can be effective but are very expensive. Likewise, outdoor advertising, which is costly and seen by far fewer people during the pandemic. Consider creating an Ad Hoc committee or working group to freshen the newsletter and related communication.

The tools of Outreach include: the website, the email mailing list and newsletter, Instagram, Facebook, Twitter, Next Door and the physical bulletin board at the Discovery Shop exterior corner, across from Trader Joe's.

7. Review engagement reports on current social media, website and newsletter outreach. - This was verbally requested but has not yet been provided. The Outreach Committee will formally request metrics/engagement reports for the socially media now in use.
8. Progress on the Bulletin Board Project - Ideally we'd like it on the Trader Joe's wall, where there will be more public interaction. Tony is reaching out to management at TJ's.
9. Determine new day and/or time for Outreach meetings moving forward. - Meetings will now be held on the first WEDNESDAY of the month, at 6:30 pm.
10. Pandemic Impact on Renters Survey - Survey is up and operational. It will run for one month, unless circumstances change based upon current events. Welcoming new survey topics. Support the move to upgrade to a full (not free) Survey Monkey account for the GTLNC to use.
11. New Business - Consider ways to better connect with employee stakeholders within our district.

Next Meeting: Tuesday, September 1, 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 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; 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>



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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@gtinc.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.gtinc.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@gtinc.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.gtinc.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 de la Mesa Directiva, por correo electrónico Juliann.Miles@gtinc.org para avisar al Concejo Vecinal."