Northridge West Neighborhood Council

Joint Outreach & Communications Committee and Whole Board Meeting Minutes

3:00pm

Thursday, July 16th, 2020

<u>Outreach & Communications Committee Members</u>

Kelly Sooter, Chair
Rana Sharif
Peter Lasky

AGENDA
VIRTUAL MEETING
Zoom ID: 935 5825 5289
Zoom Web Link: https://zoom.us/j/93558255289
By Telephone: Dial 669-900-9128 and enter 935 5825 5289 followed by the '#' symbol

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION

In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Northridge West Neighborhood Council meeting will be conducted entirely telephonically.

Every person wishing to address the Neighborhood Council must dial 669-900-9128 and enter **935 5825 5289** and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting

GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

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 the Department of Neighborhood Empowerment by email: NCSupport@lacity.org or phone: (213) 978-1551.

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 **9401 Reseda Blvd, in the clear box, to the left of the gate adjacent to the parking lot** and at our website: northridgewest.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 Kelly Sooter at (818) 807-5109 or email: ksooter@northridgewest.org.

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 **TWO (2)** minutes per speaker, unless adjusted by the presiding officer of the Board.

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Thursday, June 18, 2020

SERVICIOS DE TRADUCCIÓN - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte el Departamento de Empoderamiento Vecinal, al (213) 978-1551 o por correo electrónico ncsupport@lacity.org.

Notice to Paid Representatives - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at {213) 978-1960 or ethics.commission@lacity.org

PUBLIC POSTING OF AGENDAS – Neighborhood Council agendas are posted for public review as follows:

- **9401 Reseda Blvd, in the clear box, to the left of the gate adjacent to the parking lot**
- http://www.northridgewest.org
- You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at https://www.lacity.org/subscriptions

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Thursday, July 16th, 2020 3:00pm

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1. Welcome, Call to Order at 3:00pm. Roll Call included Kelly Sooter, Rana Sharif, Peter Lasky, Yi Ding, Abby Bailes, Mikkie Loi, and Mihron Kalaydjian.
2. Discussion and possible motion to approve June Committee Meeting Minutes.
    a. Rana motioned and Kelly seconded approval of the June committee meeting minutes. The committee voted unanimously to approve the minutes: 3 yay (KS, RS, PL)
3. General Public Comment on non-agenda items. (None)
4. Review and finalize 2020 Outreach & Communications key objectives.
    a. The Committee agreed to move forward with the 2020 O&C key objectives. We agreed that sending out a recap prior to the approved and published meeting minutes could result in errors. As a result, all GBM and ECM will have the recordings posted to the website for immediate viewing. Committee Chairs will be allowed to determine if they want their recorded meetings linked to the NWNC website as well. Kelly to send out email notifying the board / Committee Chairs.
    b. The Committee agreed to have an area on the home page of the website for Committee Chair features. Each month a different Committee will be highlighted to allow more insight into the activities and work being done. Each Committee Chair would be asked to write a brief paragraph or two which will then be posted on the website (rotate by month). Kelly will put together a calendar to review at the next GBM.
5. Update webmaster transition plan.
    a. Kelly reviewed the transition status with the team. *Please be sure to go to the website to check out the changes which include:*
        i. HOME: simplified the home page (work in progress); added Community Events and a link to Aliso Canyon for updates. Kristina adjusted the Meetings Tab to allow the links

to work for 24 hours post the actual meeting so board members and stakeholders can easily access call in information as well as handouts. Regarding Community Events, we agreed that this would include any organization that NWNC works with and supports such as CD12, LAUSD School Board District 3, our local Schools, WCNAH, EmpowerLA, etc. The goal is to be as robust as possible. (Peter mentioned that WHNC sends an eblast out with 40-60 events. Rana asked if we could get info from the Northridge Chamber of Commerce as well).

ii. ABOUT Us: Added the Board Member Reference Guide tab which includes information and templates. We also added a Meeting Achieve tab which will house all of the digital meeting handouts and audio / video recordings of the meetings.

- *Need to decide on Board Member head shots*
- *Need updated Bylaws*

iii. COMMITTEES

- *Committee Chairs need to send Committee descriptions.*

iv. PROJECT STATUS: This is a new tab which will include all information on big ticket projects such as the Utility Box art. This will allow visibility and transparency to projects as they progress. Currently, the Utility Box Art Project is the only one located in this tab.

v. Work in Progress: Resources. Kelly is in the process of going through and updating.

b. Other questions / follow up as it relates to the website

i. Explore closed captioning / accessibility costs to upgrade our site

ii. Get website user information to measure usage / activity

iii. Post Oakridge Park Plaque unveiling video to the website (see PRNC)

6. Review July eblast and future eblast content / timing.

a. The team liked the last eblast and support having a *Note from the President* for the first eblast of the month which is issued 3-5 days prior to the GBM. The second eblast will be issued 3-5 days before the ECM.

7. Update Utility Box outreach plan.

a. Kelly updated the team on all of the outreach efforts to artists and schools. (Thank you Education Committee for all your great efforts!). A survey was sent out to board members and stakeholders asking for their favorite artwork (top 7). It was agreed that 11:11 would provide a presentation / recommendation in the next few weeks.

8. Review NWNC Fact Sheet provided by DONE. Should this be published on the website?
    a. Kelly reviewed the NWNC Fact Sheet with the team, and it was agreed to include this information to the Board and publish on the website.
9. Review potential upcoming outreach and communication needs for NWNC Committees.
    a. Ding and Abby presented the idea of doing a survey for parents of LAUSD students to identify key questions / concerns as well as needs. This would be aggregated and shared with LAUSD School District 3 (Scott Schmerelson) with a request to facilitate a conversation with the district and parents. Next Steps: Abby to flush out the survey
    b. The Education Committee also proposed giving hand sanitation and a letter (postcard) to parents via Beckford, Topeka, and Callahan. The objective would be to build awareness for NWNC and include information about the parent survey. Next Steps: Education Committee to provide a recommendation including motion language and communication language / example for a special meeting.
10. Discussion and recommendations for Outreach & Communications items to be on the NWNC August General Board Meeting: Website update / Utility Box Status
11. Suggestions by Board Members on non-agenda items: None
12. Adjournment