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Kelvin Guevara, Education Rep Anita
Gray, Youth Rep
Roberto Rodriguez, Faith-Based Rep

VOICES NEIGHBORHOOD COUNCIL Outreach Committee



OUTREACH COMMITTEE MEMBERS
Jaime Rabb (Chair)
Steven Nieto (Board Member)
Laure Ferguson (Board Member)
Anita Gray (Board Member)
Erica Helphand
Leticia Panteja
Rafael Quintanilla

“Special” Joint Board & Outreach Committee Agenda Wednesday, October 9, 2019, 6:00PM-8:00PM Vermont Square Branch Library 1201 West 48th Street, Los Angeles, CA 90037

Out of an abundance of caution due to the possible attendance and participation of a majority of Voices Neighborhood Council Board Members at this Special Joint Committee meeting, this meeting is noticed as a Special Joint Meeting of the Committee and the Board, in adherence with the State’s Brown Act. No action will be taken on behalf of the Board at this meeting of the Committee. Only Committee Members are allowed to vote.

1. Call to Order at 6PM & Introductions

Present: J. Rabb, S. Nieto, E. Helphand, A. Farias

Absent: L. Ferguson, A. Gray, L. Panteja, R. Quintanilla

2. Public Comment on non-agenda items (2 minutes per speaker)

None

3. Approval of Minutes from August 2019 meeting

Motion: S. Nieto; Second: E. Helphand; Unanimously carried.

4. Vermont Community Clean Up – Discussion (5 min)

Reach out to business along Vermont on Saturday @ 9am.

5. Outreach Campaign - Discussion / Report / possible action to bring to full board (30 min)

- Discuss Voices NC message for campaigns; sketch out artwork for Bus benches, Bus Shelters, Lawn Signs, Banners and Flyers
 - **We should reach out to Smile South Central art; images depicting different types of neighbors**
 - **Lawn signs “Hi, Neighbor”**
 - **Bus Shelter “Community connection is just a block away”**
 - **Bus Bench “Your neighbors are waiting to meet you”**
 - **“Nice smile neighbor, bring it to our next meeting”**
 - **Electrical boxes “smile” hi neighbor”**
 - **Banner: Voices, Home of the friendliest neighbors in South LA.**
 - **RFP to give to professional firm, who will work in coordination with local artists.**
 - **Jaime to reach out to Evan White from Evan White PR and Steve Pepdjonovic from NANDC, Steven will reach out to Brett Shears/Brittney Johnson.**
- Motion to recommend that Voices NC **APPROVE** media campaign (bus bench/shelters/lawn signs/banners/flyers).
- Motion to recommend that Voices NC **APPROVE** funding not to exceed \$2,000.00 for bus bench/shelters/lawn signs/banners/flyers.

6. Area 3 Outreach to Fill Vacancy - Discussion / Report / possible action to bring to full board (15 min)

- Develop strategy to recruit an Area 3 representative to the full board

- Motion to recommend that Voices NC **APPROVE** strategy.
 - **Albert will reach out to Singh from 7-11.**

7. Communication Strategies - Discussion / Report (15 min)

- Build a directory of contacts
- Discuss and schedule e-mail blasts (2x/month) alerting stakeholders of upcoming events, meetings in our community.
 - **Steven will send out letter on Mailchimp.**
 - **Addresses should also be collected from stakeholders for more targeted emailing.**

8. Voices NC/MyLA311 Campaign - Discussion / Report / possible action to bring to full board (15 min)

- Reporting abandoned vehicles, bulky items, graffiti, and more online and on the app – create flyers for possible targeted mailings/guerilla marketing campaigns
 - **Mailers along major corridors and areas with lots of illegal dumping.**
 - **Not to exceed \$500 to reach targeted residents and businesses (1,000-1,200 quantity)**
 - **Free bulky item removal, free graffiti removal, abandoned car removal**
 - **Erica will take the lead on the mailer**
- Motion to recommend that Voices NC **APPROVE** Voices NC/MyLA311 campaign initiative.

9. Appreciation Day – Discussion (15 min)

- Discuss hosting an appreciation day and/or creating appreciation plaques/certificates for Voices NC key partners, stakeholders, businesses, etc.
 - **Special meeting open to public to honor special guests possibly in January.**

10. Strategic Planning: SMART goals (specific, measurable, attainable, relevant, timely) for the year - Discussion (20 min)

- Discuss and evaluate 3 goals for our 1st & 2nd quarters:
 1. Increase Voices NC media presence through social platforms
 - **IG went from 216 to 226**
 - **FB went from 19 likes 21 follows 53 friends to 38 likes, 40 follows, 73 friends**
 - **Twitter went from 17 to 20 followers**
 - **Nextdoor went from 1014 to 1102**
 2. Increase attendance in Voices NC meetings
 3. Increase community engagement in Voices NC activities/events

11. Request for future agenda items

- **Swag for kids**

12. Adjourn at 7:52PM

¹ Comments from the public on other matters, not appearing on the agenda but within the Board's subject matter jurisdiction, will be heard during the Public Comment period. Public comment is limited to 2 minutes per speaker, unless waived by the presiding officer of the Board or committee chair.

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 emailing VoicesNC90037@gmail.com.

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 the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please email VoicesNC90037@gmail.com.

CONSIDERATION AND GRIEVANCE PROCESS – For information on the Voices NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the Voices NC Bylaws. The bylaws are available at our Board meetings and at <https://voicesnc.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 Jaime Rabb, por correo electrónico a VNCCorrSec18@gmail.com para avisar Vecinal.