



Outreach Committee Meeting Minutes

Monday, June 24, 2019; 7:00 p.m.

Robertson Branch Public Library, Downstairs Community Room
1719 S. Robertson Blvd., Los Angeles, CA 90034

I. Call to Order and Roll Call

Linda called the meeting to order at 7:08 p.m.

Committee members present: Bianca Cockrell, Barry Levine, Paula Peng, David Reiman, Linda Theung

Committee members absent: Ken Blaker, Sarah Nachimson, Adam Rich, Charlie Stein, Jason Van Over

Board members present: Martin Epstein, Mike Lynn

Guests: N/A.

II. General Public Comment

None.

III. New Business

1. Introductions
2. Sketch outreach strategy
 - Main channels at the moment are email and yard signs. How do we reach other people?
 - Mike: weekly eblast? Other NCs distribute such announcements (what's happening that week + calendar with upcoming events).
 - Mailing list currently has around 1,300 subscribers.
 - If Outreach shares regular communications with its constituents, there will have to be prioritization of information; who collates, edits, and sends out this communication? Everyone on committee suggests one item for the newsletter once a month?
 - Martin: Does the email list get announcement of our meetings? Linda: No, but they can subscribe to get news on specific topics. Martin: We can do A/B testing.
 - Linda: Possibly include a news item from each committee?
 - David: The focus should be on engagement, not just quantity.
3. Survey elements of outreach of interest to members that correspond to strengths
 - Barry: Photos of events around the neighborhood that can be used as content.
 - Martin: Rules and regulations.
 - Linda: Text and messaging language.
 - Bianca: Social media, digital outreach.
 - Mike: Help with Instagram, Facebook.
4. Discussion of town hall topic
 - Town hall hasn't happened in a number of years; at least one speaker has to be a public official. Town hall is an opportunity to hear from a public official about a topic on the minds of neighbors. Barry is interested in the topic of transit-oriented

Krystal Návar
President

Ken Blaker
Vice President

Jon Liberman
Treasurer

Martin Epstein
Secretary

Charlie Stein
Corresponding Secretary

**South Robertson
Neighborhoods Council**

PO Box 35836
Los Angeles, CA 90035

P: (310) 295-9920
F: (310) 295-9906
E: info@soronc.org

soronc.org



community/development, and other board members have expressed interest in the topics of development, homelessness, renters' rights, displacement. Discussion of format of the town hall: panel with constituents, less a lecture and more of a conversation, followed by Q&A. Committee members are interested in hearing from Scott Wiener, Garcetti's office, Koretz's office, Culver City representatives. The event needs to happen within the budget fiscal year. David: Growing mailing list would help with participation and audience. Possible coordination with Palms Neighborhood Council to address issues that are faced by both areas represented by the neighborhood councils.

5. Discussion of best day and time to set meetings
 - Last Monday of the month, at 6:45 p.m. works for committee members.
6. Discussion of possible speaker series (Blaker)
 - Moved to next month, as Ken was absent.

V. Adjournment

1. Meeting was adjourned at 7:59 p.m.

Special thanks to our official posting locations:

Demers & Associates, The Robertson Blvd Library, The Robertson Recreation Center, The Office of Councilmember Paul Koretz, Malcolm Brown Insurance Co., Hamilton High School, and the SORO NC and DONE websites.

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 (soronc.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 us via phone at (310) 295-9920 or via email at info@soronc.org.

SORO NC Board members abide by a code of civility (soronc.org/civilitycode). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist with the removal should any person fail to comply with an order of removal by the Neighborhood Council. Any person who resists removal by a peace officer is subject to arrest and prosecution pursuant to California Penal Code Section 403.

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 dias de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 978-1551.

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. Translators, sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment at (213) 978-1551 or e-mail NCSupport@lacity.org.