

CITY OF LOS ANGELES

CALIFORNIA



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HSDNC Outreach Committee

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Jenny Weatherholtz
Luke Vincent
Nathan French
Thomas Meredith
Alex Alverov
Bill Zide
Efrain Gonzalez

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL (HSDNC)

Outreach Committee Notes

Thursday October 27, 2011 – 6:30 PM

Denny's

5751 Sunset Boulevard, Los Angeles 90028

1. Patrick Agerop would like for HSDNC to look into getting a "health truck" (or something similar) that community members can get free blood pressure, diabetes screening and possibly other health services. Homer suggested that there are free clinics in the area, which provide these services. David Bell suggested contacting Thais Inc. about these types of services. Alex Alferov is going to talk to Alex Holshheimer from Thais Inc. about this.

2. Patrick said that people complained to him about Day of the Dead and that next year, maybe d.o.t. should address a way to alleviate the traffic problems that the festival created for his neighbors. After some discussion / debate, Homer names several places where Patrick can file formal complaints.

3. Homer is promoting a food drive called the Victim Witness Assistance Program. It is produced by the LA District Attorney. Homer collects food at Hollywood Forever for this food drive. He indicated toys are welcome but that food is more important. Nathan suggests posting this on the HSDNC website.

Agenda Items:

Lemon Grove Holiday Party - December 9th 5-9pm. Manny talks about some of the ways that we might reach out to the community in order to get donations. Says he would like for us to work on the flier this year with LGP instead of leaving the flier entirely to their care. Someone mentions that we want to do great outreach, as always, but not too much more than before since we can't accommodate an increased attendance than previous years.

Suggested names of businesses that might be good contributors:

Starbucks
Home Depot - garbage supplies, tarps,
Smart n/ Final
Western Chicken (provided Armenian chicken last year)
Food for Less
Jon's
Catalina's

Manny asks Outreach Committee to create a form letter that we can use to request: food, drinks, and toys.

Nathan revisits capturing names and emails. Following points of discussion:

- How we can capture info this year even if people don't have email?
- Should we capture phone numbers instead?
- Manny asks us to consider the most important: parents want their kids to get toys.
- How do we use that as leverage for capturing info?
- Have someone mingle around with clip boards or make magnet in Spanish for fridge?
- Hold a raffle for all people who give their information?
- Ask people for the "best way to reach them" instead of asking for email only, frame the question so that they know we want to contact them for purposes of inviting them to future events (so that we don't create false paranoia).

Nathan talks about how to make both our outreach meetings as well as our board meetings more of an "outreach experience" to community members. Ideas provided by David Bell and others:

- Split the meeting
- No time limits on public comments and discussion
- Sit at a round or square table format and allow anyone to sit at the table (not just board members).
- Patrick asks about how EHNC votes. David said we use the agenda item and then the motion works off of the agenda item.

Discussion about how to increase Board Meeting attendance and participation.

- How can we get more people to come to our meetings?

- Patrick suggests calling people and inviting them.
- Bob Blue suggests having quarterly 'hot topics' that attract a large number of people - treating the board meetings more like an "event" that get people to come.
- Having keynote speakers that would attract a good audience.
- Jen M suggests having a "bring a friend night" where we all bring someone to a board meeting that we know who lives or works in HSDNC.
- Greeters present at entrance to meetings

Discussion of New Posting Locations:

Music box - ask Thaddeus

Home depot

Fountain community

Schools: Helen Bernstein, SM Charter, LeConte

Patrick says to post at our base first - SM Charter

Geography is also a consideration - make sure we post in each of our districts.

Lemon grove

Produce for less not such an effective spot

Student government within schools might help us with posting at schools
CVS

Outreach to 7 Neighborhood Sub-districts:

- Besides Santa Monica Western group and Melrose Hill which other neighborhood associations exist?
- 2 ideas:
- Ask our LAPD SLOs to put us in touch with some of the Neighborhood Watch type people
- Luke is going to get the list of neighborhood groups from Angela Motta and or Ryan Carpio

Presentation by Patrick requesting up to \$3000 in funds for Selby Rodriguez park.

- In order to show respect to the people who planned the park, he needs to get approval from rec and parks. Then he can start working on the details of getting exercise equipment into the park.
- Other ideas are also raised about what would be great in the park: gardening boxes.

- Nathan reads outreach expenditure / funding request guidelines including limits and caps.
- Jen M suggests working with UCLA urban planning students to help come up with well researched idea bout what sorts of things work well in a pocket park where crime is an issue.
- Alex Alferov said he will ask Alex Holshheimer about this.