

CITY OF LOS ANGELES

CALIFORNIA

EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

GOVERNING BOARD OFFICERS

Tereza Yerimyan, President

Cheron J. McAleece, Vice President

Jeff Zarrinam, Treasurer

Arasele Torrez, Recording Secretary

Seta Panosian, Corresponding Treasurer

Matt Sanderson, Corresponding Secretary

GOVERNING BOARD MEMBERS

Matt Benton

Bob Peppermuller

Craig Cox

Shahan Suzmeyan

Doug Haines

Michael Atkins



ERIC GARCETTI
MAYOR

EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

POSTAL MAIL

P.O Box 292359

Los Angeles California 90029

TELEPHONE

TBD

WEBSITE

www.easthollywood.net

EAST HOLLYWOOD NEIGHBORHOOD COUNCIL GOVERNING BOARD SPECIAL MEETING AGENDA: BOARD RETREAT PART 1 OF 2

Outreach Strategies

Saturday, August 1, 2015, 10:00AM-2PM

Hollywood Hotel

1160 North Vermont Avenue, Hollywood, CA 90029

Free parking provided: Enter on Lexington and Vermont

Public comments on agenda items will be heard when the item is considered. Public comments on other matters within the council's jurisdiction may be made during the Public Comment period. Public comments are limited to two minutes per speaker. Action may be taken on any agenda item except Public Comment, announcements and reports. Actions may be reconsidered only if a motion for reconsideration is adopted at the same meeting where the action was taken. You may request a copy of printed materials that are distributed at the meeting. You may record the meeting by audio, video or photographic means as long as it is not disruptive. Meeting notices and agendas are posted at various locations (see list below). If you need translation, or accommodation for a disability, please call the city Department of Neighborhood Empowerment at least three business days in advance (213-485-1360, or toll-free 3-1-1). The city is a covered entity under Title II of the Americans with Disabilities Act. If you believe the council is not following the law or its own rules you may file a grievance in writing with copies to both the Chair and the Secretary. Please be respectful of others, even when you differ with them.

I. Welcome and Introductions

1. Opening Remarks/Welcoming Address *Tereza Yerimyan, President*

II. Outreach and Best Practices Report *Matt Sanderson, Michael Atkins*

1. What is Our Current Reach

- a. Website
- b. Facebook
- c. Twitter
- d. Instagram
- e. Nextdoor
- f. Constant Contact

2. How can we Improve Our Reach?

- a. Changing the types of posts and frequency.
- b. Discussion and possible action in incorporate a survey into the website with an interactive incentive at the end, i.e. a discount at a local business in order to cross promote the EHNC and local establishments.

3. Brown Act Compliance

- a. Are we Compliant?
 - i. How to improve outreach and maintain compliance.

Break

II. EHNC Outreach Goals and Vision

1. Community Outreach

a. Action Items

- i. Discussion and possible action to identify community needs.
 1. Translated materials in Armenian, Russian, Farsi, Spanish, Tagalog.
- ii. Discussion and possible action to partner on citywide projects that improve digital hotspots in our community.
- iii. Discussion and possible action on how to better utilize Nation Builder.
 1. Discussion and possible action to purchase phone lists from Nation Builder.
 2. Discussion and possible action to purchase mailing lists from Nation Builder.
 3. Discussion and possible action to do a community outreach event in EHNC.
 4. Discussion and possible action to implement a standing rule where EHNC Board members and Committee chairs and co-chairs must respond to inquiries, whether they are by phone or email within 48 hours of receiving them.
 5. Discussion and possible action on purchase of additional promotional materials.

2. Internal Council Communication

a. Action Items

- i. Discussion and possible action to create a manual for the future of the EHNC on how to use the organization's website.
- ii. Discussion and possible action to create instructional templates in general to benefit the council.
- iii. Discussion and possible action to create a standing rule on submission of agenda items.
 1. There should be a 48 hour deadline to submit something into the agenda (e.g. if President has to submit the agenda to Empower LA by Friday, then the deadline for the EHNC should be Wednesday)
- iv. Discussion and possible action to pair each tech-savvy board member with one who is not in order to better equip them to respond and use new methods of communication.
- v. Discussion of the content of the agendas.
- vi. **RESPOND TO EACH OTHERS EMAILS, CALLS AND/OR TEXTS!!!!**

V. Adjournment

Council Process: Everyone who lives, works, owns property, attends school, is a member of a faith organization or works in a non-profit organization that provides services within the boundaries of the East Hollywood Neighborhood Council is a "stakeholder." All stakeholders are members of the Council. Stakeholders elect a Governing Board to represent them. This Board is recognized as the decision-making entity by the City of Los Angeles and was elected on October 30, 2007. While the Board is an official decision-making entity, meetings are conducted as much as possible in a town hall format. Committees are open to anyone with an interest in East Hollywood. The East Hollywood Neighborhood Council depends on the active public participation of its diverse, dynamic and unique community for its success. Posting Sites: Meeting notices and agendas are posted at the following locations within East Hollywood (three days in advance for regular meetings and one day in advance for special meetings). The official posting is at **The Hollywood Hotel**, 1160 N. Vermont Avenue and on our website at www.easthollywood.net. The agenda may also be posted at: (1) **Armen Realty**, 5111 W. Santa Monica Boulevard (2) **Stakeholder Residence**, 772 N. Kenmore (3) **Against The Stream**, 4300 W. Melrose.

You can receive notices and agendas by e-mail. Please send your request, with your name and telephone number, to EHNC@easthollywood.net.