

# CITY OF LOS ANGELES

CALIFORNIA

## EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

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Arasele Torrez, Vice President  
Jeff Zarrinam, Treasurer  
Matt Sanderson, Recording Secretary  
Seta Panosian, Corresponding Treasurer  
Michael Atkins, Corresponding Secretary

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Michael Atkins                      Doug Haines  
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Craig Cox                            Jessica McBride  
   Jon Johansson



ERIC GARCETTI  
MAYOR

## EAST HOLLYWOOD NEIGHBORHOOD COUNCIL

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www.easthollywood.net

## EAST HOLLYWOOD NEIGHBORHOOD COUNCIL *JOINT OUTREACH AND ELECTION COMMITTEE Special Agenda*

*Matthew Sanderson, Chair*

*Arasele Torrez, Michael Atkins, Lynn Campbell*

**Tuesday, April 12, 2016, 7:15 p.m.**

**Hollywood Hotel, Downstairs Meeting Room  
1160 North Vermont Ave., Los Angeles, CA 90029**

### **COMMITTEE MEETING**

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** (7:15)
- II. Public Comments of Non-Agendized Items** (Please limit under 2 mins, 10 mins total)
- III. Administrative Items** (7:25)
  - A.** Adoption of previous meeting minutes.
  - B.** Updates on recent Outreach Strategy Proposal, and resources available through EmpowerLA's TUX Bootcamp.
- IV. Old Business** (7:40)
  - A. Discussion** of current EHNC physical Outreach, such as posting of agendas and meeting information for EHNC Board and Committee meetings.
  - B. Discussion and possible action** regarding organization of EHNC Outreach Committee.
  - C. Discussion and possible action** regarding meeting times and regularity of EHNC Outreach Committee.

**V. NEW BUSINESS**

(7:55)

- A. Discussion and possible action** to spend \$295 for 300 12x18 EHNC Elections posters from Phantom Printing.
- B. Discussion and possible action** to spend \$300 for 5,000 5.5x8.5 gloss EHNC Elections postcards from Nize Printing.
- C. Discussion and possible action** to spend between \$50-\$100 on EHNC Elections Facebook ads.
- D. Discussion and possible action** to approve April 26 EHNC Elections forum.
- E. Discussion and possible action** to approve 2-3 food vendors to provide catering services on Election Day.
- F. Discussion and possible action** to approve all text and current artwork to be used for EHNC Elections on the website, social media and print materials.
- G. Discussion and possible action** on possible local news and print publication advertising for EHNC Elections.
- H. Discussion and possible action** to review Elections and Outreach budgets with updated costs and evaluate additional funding requests.
- I. Discussion and possible action** to spend \$360 to print 3x11.5 color 3-1-1 awareness bumper stickers from Nize Printing.
- J. Discussion and possible action** regarding the creation of an East Hollywood database or directory to register stakeholders and expand the reach of EHNC to the community.
- K. Discussion and possible action** regarding the creation of a community survey to solicit input for website redesign.
- L. Discussion and possible action** regarding review and approval of edits to the easthollywood.net.
- M. Discussion and possible action** regarding review and approval of submissions for EHNC motto and or slogan.
- N. Discussion and possible action** regarding review and approval of submissions for EHNC hashtags for web presence and upcoming board meeting.
- O. Discussion and possible action** to establish the needs of the Outreach Committee in consideration of a paid EHNC staff employee.
- P. Discussion and possible action** on recruiting local schools for more outreach involvement, as well as a student body representative for EHNC Governing Board

**VI. Motion for Future Agenda Items**

**VII. Adjournment**

(8:45)

## **East Hollywood Neighborhood Council**

### ***Outreach Committee***

Oct. 5, 2015

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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](http://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 [cheronm@easthollywood.net](mailto:cheronm@easthollywood.net).