



Central Hollywood Neighborhood Council

OUTREACH COMMITTEE VIRTUAL MEETING

Monday, July 5, 2021 6:00 p.m.

Zoom: <https://us02web.zoom.us/j/82624402291>

Phone: (669) 900 6833

Webinar ID: 826 2440 2291

[Supplemental materials](#)

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A VOTE TO SUBMIT A COMMUNITY IMPACT STATEMENT.

1. CALL TO ORDER -- 6.00

2. ROLL CALL P A

Louis Abramson	X	
Natalie Yaru	6.02	
Nicole àBeckett	X	

3. PUBLIC COMMENT on non-agenda items

Comments from the public on non-agenda items within the Committee's subject matter jurisdiction. (Up to two minutes per speaker.)

4. ADMINISTRATIVE ITEMS

a) Approval of [June](#) minutes.

- Abramson moves, àBeckett seconds; passes unanimously (2-0-0-1).

5. ACTION ITEMS, including discussion and possible action items

a) Review of June social media posts. (5 min)

- Yaru -- posts introducing members; ~10 comments per post (video introductions pending); [shows Instagram content]
- Abramson -- note that posts are the same on all platforms.

b) Preview of potential July and August social media posts. (10 min)

- [Yaru -- reviews posts]

c) Discussion and possible action re: formulating a CHNC social media policy pertaining to the publicizing and/or announcing of holidays and events. (25 min)

- Abramson -- values should guide our selection.
- Yaru -- values we initially landed on:
 - Equality
 - Dignity
 - Togetherness
 - Compassion
 - Affirmativeness
 - Empathy
 - Resolution
 - Hope
- àBeckett -- amplify stakeholders, businesses or people; set up a google form for people to nominate themselves.
- Abramson -- in favor as long as the selection is intentional.
- àBeckett -- five questions can conform to values (how do you contribute to our community? etc)
- Yaru -- careful to expand within our capacity; can get there; Months can have themes (August can be food related, for example, and focus on stakeholders that contribute to that).
- àBeckett -- will design the google form.
- Abramson -- can attach the link to that next to the text opt-in in all posts/materials.
- Elisa Klug [stakeholder] -- suggests focusing on local events as it's what's unique to CHNC.

d) Discussion and possible action re: establishing a keyword text sign-up system. (10 min)

- àBeckett -- next steps?
- Abramson -- if there's a free trial, let's do it.
- àBeckett -- need phone numbers. Let's set up a process to collect them. Suggests putting a link to opt in in all following emails and QR codes or text options incorporated ("Text 'CHNC' to 58886."). Volunteers to run the maintenance of the list.
- Yaru -- can put it all the social media posts.
- àBeckett will explore products; can also distribute signs to local businesses.

6. COMMENTS by Committee Members

Committee members may provide a brief statement of activities or request an item to be placed on a future agenda item

- Yaru -- money for any take-homes from the DeLongpre tabling?
- Abramson -- next round of merchandise purchasing.

7. ADJOURNMENT -- 6.45

The public is requested to fill out a "Speaker Card" to address the committee on any item of the agenda prior to the committee taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Committee'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 Committee. Agenda is posted for public review at the CHNC website (www.chnc.org), at the main posting location as required by law: Hollywood Neighborhood City Hall, 6501 Fountain Avenue, Los Angeles, California 90028. In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Committee in advance of a meeting, may be viewed at the scheduled meeting. In addition, if you would like a copy of these non-exempt writings prior to a meeting, please contact Louis Abramson (labramson.chnc@gmail.com).

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