

HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL
Post Office Box 50791 Los Angeles, CA 90050
www.highlandparknc.com
Certified as NC #33 May 28, 2002

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1st Vice President HARRY BLUMSACK
2nd Vice President ROBERT DIAZ
Treasurer SAMANTHA MCBRIDE
Secretary THERESA SASO

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Land Use Co-Chair TBD
Outreach Co-Chair SHANNA OSKIN
Outreach Co-Chair ROBERT DIAZ
Rules HARRY BLUMSACK
Public Safety TBD
Sustainability EMILY SPOKES

CITY OF LOS ANGELES
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HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Outreach Committee Special Meeting Agenda Wednesday, October 12, 2022 7:00PM

Join Zoom Meeting <https://us02web.zoom.us/j/81662083241>

US Toll Free Call-In Number: 833 548 0276

Meeting ID: **816 6208 3241**

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte el consejo del vecindario por correo electrónico info@highlandparknc.com para avisar al Concejo Vecinal.

IN CONFORMITY WITH THE SEPTEMBER 16, 2021 ENACTMENT OF CALIFORNIA ASSEMBLY BILL 361 (RIVAS) AND DUE TO CONCERNS OVER COVID-19, THE HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ENTIRELY WITH A CALL-IN OPTION OR INTERNET-BASED SERVICE OPTION.

*Every person wishing to address the Board must dial 833 548 0276, and enter **816 6208 3241** and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.*

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS The public is requested to dial *9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an 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 are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 1 minute per speaker, unless adjusted by the presiding officer of the Board.

PUBLIC POSTING OF AGENDAS – Neighborhood Council agendas are posted for public review as follows:

- Fire Station #12 located at 5921 North Figueroa Street, Los Angeles CA 90042
- <https://www.highlandparknc.com>
- You can also view our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions>.

The Neighborhood Council system enables meaningful civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, composed of stakeholder volunteers who are devoted to the mission of improving our communities.

AB 361 Updates -

Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned.

Notice to Paid Representatives -

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and

report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org

1. Call to Order and Roll Call
2. **ACTION:** Approve agenda (1 min)
3. **ACTION:** Approve previous minutes (1 min)
4. **DISCUSSION:** General Public Comments on Non-Agenda Items (5 min)
5. **UPDATE/DISCUSSION:** Review analytics
 - a. Website stats: Kristina (2 mins)
 - b. Email stats: Kristina (5 mins)
 - c. Social stats: Shanna (5 mins)
6. **DISCUSSION:** Mercado re-cap (Jens)
7. **DISCUSSION:** usability-improving design changes to the web site (Jens)
8. **DISCUSSION:** Social media training (Camile)
9. **DISCUSSION:** Walkabouts (Camille)
10. **DISCUSSION:** Channel strategy & quantifiable goals (Jens)
11. **DISCUSSION/POSSIBLE ACTION:** New Business
12. **ACTION:** Adjournment

THE AMERICAN WITH DISABILITIES ACT 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. Sign language interpreters, assisted 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 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.org

PUBLIC ACCESS OF RECORDS – 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 Neighborhood Council Office Space Address (if applicable), at our website: www.NeighborhoodCouncilWebsite.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 email at: info@highlandparknc.com

RECONSIDERATION AND GRIEVANCE PROCESS - For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website www.NeighborhoodCouncilWebsite.org