

HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Post Office Box 50791 Los Angeles, CA 90050

<http://www.highlandparknc.com>

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CITY OF LOS ANGELES

CALIFORNIA



DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

200 N. Spring St. Ste.2005 Los Angeles, CA 90012

Telephone: (213) 978-1551

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Second Vice President Ruby Perez

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Rhianon Irilli, Clara Solis, Adan Martinez

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Charter Reform Ad Hoc Connie Martinez, Clara Solis, Darren Gold

NELA Community Plan Ad Hoc Clara Solis, Darren Gold, Steve Crouch, John Vangelisti, Rick Marquez, Roy Payan

HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Outreach Committee Meeting

Agenda

Tuesday, October 21, 2025

6:30pm PDT

Meeting Location

Highland Park Recreation Center (meeting room), 6150 Piedmont Ave., Los Angeles, CA 90042

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

GENERAL PUBLIC COMMENT – 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 2 minutes per speaker, unless adjusted by the presiding officer of the Board. The public is invited to send comments via email to be read aloud by the Chair at the meeting as Public Comment. To do so, please email connie.martinez@highlandparknc.com with the subject "Outreach & Environmental Public Comment - [Meeting Date]" and in the body indicate general public comment on non-agenda items or which specific agenda item, followed by your brief comment (2 mins or less, per above stated policy).

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, assistive 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

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 / *Llamada al Orden***
2. **ROLL CALL / *Pasar Lista***
 - a. Call of the roll and certification of a quorum
3. **DISCUSSION/ACTION / *Discusión/Posible Acción***: Motion to approve agenda / *Acción para aprobar la agenda*
4. **DISCUSSION/ACTION / *Discusión/Posible Acción***: Motion to approve meeting minutes / *Acción para aprobar las actas de la reunión*
 - a. [August Minutes](#)
 - b. [September Minutes](#)
5. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS** —Comments from the public on non agenda items within the Board’s jurisdiction (Limited to 6 min, max 2 min per speaker) / ***Comentarios del público en general sobre temas que no pertenecen a la agenda***: comentarios del público sobre temas que no pertenecen a la agenda dentro de la jurisdicción de la Junta (Limitado a 6 minutos, máximo 2 minutos por orador)
6. **DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción***: (Connie) Recommend Outreach expenditure up to \$500 to print updated brochures
 - a. [brochure options \(outside and inside\)](#)
 - i. current brochure outside version
 - ii. brochure outside version 2
 - iii. brochure outside version 3
 - iv. current brochure inside version
 - v. brochure inside version 2
7. **DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción***: (Connie) Recommend Outreach expenditure up to \$1500 to purchase banner stands for committees to advertise meeting location to the public
[approx \\$159 per committee from QuickrPrintr, retractable with storage bag design mock up](#)

- 8. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Connie) Recommend Outreach expenditure up to \$300 for supplies to participate in Holiday Parade and to purchase ad to appear in parade booklet.
- [½ page ad options](#)
 - theme ideas to pitch to the board
- 9. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Connie) Recommend cadence and procedures for email blasts and Nextdoor posts
- weekly eblast on Wednesdays to include community announcements
 - Or biweekly eblast: Sundays - Committee meetings, Wednesdays - community announcements (as needed)
 - Nextdoor posts should follow all eblasts, and be posted a minimum of 24 hrs in advance of events/meetings and a minimum of 48 hrs in advance of application/submission/registration deadline announcements.
- 10. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Connie) Check-in on Outreach Roles and assignments:
- Social media posters
 - IG/FB Committee Flyers- Catherine
 - IG/FB/website Community announcements (free events/programs and PSAs) - Ruby
 - IG/FB/website NC education and recruitment - Connie
 - Email/Nextdoor blast coordination
 - Goodwill coordinators - Rhianon, Ruby
 - GB snacks and bevs
 - HHPNC info table (brochures, committee info, email sign up)
 - Board bios (email board)- Rhianon
 - Google calendar - Ruby
- 11. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Dante) explore the feasibility of hosting a neighborhood block party, including potential dates, locations, activities, required permits, and community involvement, with the goal of developing a formal event proposal for future consideration.
- 12. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Connie) Recommend that Social Media posters (Catherine, Connie, Ruby) be given log in information and administrator permissions for Wix, Constant Contact, and Nextdoor to ensure timeliness with Outreach announcements and facilitate the transition to a new web master and increased demands from the board.
- 13. DISCUSSION/POSSIBLE MOTION / *Discusión/Posible Acción*:** (Connie) HHPNC upcoming events and tabling
- Dia de los Muertos Celebration - Sun, Nov 2
 - Veterans' Day - Nov 11th (Tuesday)
 - Holiday Parade - Sun, Dec 7?
- 14. NEW BUSINESS / Nuevos Asuntos**
- Neighborhood video promos for HHPNC website (Catherine)
 - New branded tablecloth with updated logo expenditure
 - Finalize arrangements for Holiday Parade
 - Website discussion: [Arleta NC example](#)
- 15. ADJOURNMENT / Levantar la session**

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 receive our agendas via email by subscribing to L.A. City's [Early Notification System \(ENS\)](#)

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 our website: www.highlandparknc.com 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 <https://www.highlandparknc.com>