

I. B. Roll Call

Alex Alferov, present

Ben Rosen, present

Michael Tessler, present

Dassler Jimenez, present

Tabatha Yelós, present

II. General Public Comment

Lemon Grove Holiday Party

Lemon Grove Park usually reaches out to us and then we coordinate with them along with Paramount

Problem: Now NC system says we can't purchase toys because it's not for public benefit

Solution: We would have to find a non-profit and allocate them money through a NPG for toys

Ben has an idea about a non-profit from previous work that he's done

Propose discussion and possible funding item for next board meeting

Party is usually in late November/early December

MOTION: Michael Tessler moves to recommend discussion and possible action regarding the Lemon Grove Holiday Party to the General Board meeting

SECOND: Tabatha Yelós

MOTION PASSES, unanimous approval

Michael proposes doing something in order to get volunteer entrepreneurs more involved, finding volunteer equity in exchange for promotion space

For example, we will give you X amount of space for X amount of time in exchange for volunteer hours for HSDNC

Possible agenda item for next meeting

Good first step would be to host an entrepreneurial workshop

Reaching out to local entrepreneurs and potentially working with Emerson College

III. Goals of outreach committee

Alex wants Outreach to be involved in the dialogue about aging

Combine a project across committees, like neighborhood cleanups (Beautification + Outreach)

Invite LAPD to our meetings to attract people and encourage dialogue with law enforcement

Investing our efforts to get people to show up to the general board meetings

Potentially mailbox flyering

Creating a mailing list

Door knocking – asking people to take a pledge to be a member of the community

Sign the pledge, write your email so that we can follow up with you

Hosting mini block parties so that neighbors can get to know one another

A mini block party could follow a neighborhood cleanup event

We have a large variety of ethnic groups in our neighborhood and we need to think about how to best reach out to each of them

Identifying community leaders on every third block, for example

Flyering to reach out to people

Having local businesses sponsor local streets to get businesses engaged as well

Goal of doing one Outreach event each month

Side note: general meetings will be first Wednesday of the month at 7pm at second home (potential to change)

First monthly event should be a street cleanup – Community Improvement Project

MOTION: Tabatha Yelós moves to recommend discussion and possible action regarding a monthly community cleanup event to the General Board meeting

SECOND: Michael Tessler

MOTION PASSES, unanimous approval

IV. Business Cards

We don't have to bring the business cards to the board – it's already in the yearly budget

Discussion about purchasing badges in order to present as more official at events

MOTION: Tabatha Yelós moves to recommend discussion and possible action regarding ID badges to the General Board meeting

SECOND: Michael Tessler

MOTION FAILS

Alex Alferov, NO

Ben Rosen, ABSTAIN

Michael Tessler, YES

Dassler Jimenez, YES

Tabatha Yelós, NO

V. Website

MOTION: Tabatha Yelós moves to approve Revised Website Site Plan and recommend discussion and possible action to General Board Meeting

SECOND: Ben Rosen

MOTION PASSES, unanimous approval

VI. Updates to Facebook, Instagram, and Twitter

TABLED for a future meeting once we have participated and organized more events that give us content for the socials

VII. Mailchimp

Discussion about creating a listserv

Creating an email account that holds all the passwords, and making sure that all the passwords are in one place so that they can be passed down to future HSDNC members

ParDot account to manage all the accounts/passwords

Once a month downloading all the logins, etc. onto a drive

Tabatha to design an email that we can send out to organizations in our neighborhood who would be willing add a section about HSDNC in their e-mail blasts

VIII. Online Commercial

And intro (who we are and what we do) about HSDNC, posted on the website

Each district representative should have a segment in the video

Highlight the boundaries of the neighborhood

On the website we could have a little series about each district

Having a presence on Spectrum 1 – will this reach too many people outside the neighborhood?

Next steps would be to write a script and determine what resources we need and whether or not we will need funding for this

Creating a YouTube channel to host all these videos

Potentially livestreaming our meetings through YouTube or Facebook

Recommendation to the board about livestreaming our board meetings

MOTION: Michael Tessler moves to recommend a discussion and possible action regarding livestreaming our General Board meetings

SECOND: Ben Rosen

MOTION PASSES, unanimous approval

IX. Community Card Program

For the purpose of encouraging people to buy things locally, a way to preserve local business

Reach out local businesses and ask them to participate in our community card program

Local businesses could post a sign about this in their windows

If you participate in the program as a business then you can participate in our business growing workshops

If you want to participate in it as resident then you need to show up to the meetings to get the card

Another thing to pitch to people when we canvass

Find out if other NCs are doing this

X. Town Halls

Potential topic: 2020 electoral race

Get community input on who they want to vote for and why

Community round table about all the elected officials in our neighborhood

If we also bring in candidates (not just those who are currently elected) it should be a series

Working with the different political groups and having them bring in representatives

Potential topic: Local police & law enforcement to show up and hear concerns from the community

Potential Topic: HEART of Hollywood to show up to these town halls

HEART of Hollywood town hall to build a strong relationship with city council office

Heart of Hollywood – Anthony Conley will work on this
Making sure that it is livestreamed or live-tweeted
Emerson College hosted our last political town hall – we should work with them again

XI. Community Cleanup

Already discussed in earlier points

XII. Voter Roll Info

Getting the voter roll data from the county clerk
Would we be getting raw data?
Would it be more beneficial to use an app like VAN?
Discussion about what will be more beneficial, how we are going to use this data
TABLED - for a later time, need more info about what exactly we would be getting
Voter registration drives – we could make an event out of it
Discussion about doing events where we explain the entire ballot to people – essentially an in-person voter guide
Hollywood/Western is a large intersection where several NCs overlap– hit up the other NCs to do a joint event
Working with other NCs to drive up voter engagement

XII. Photo/Video

Making a recommendation to allocate funds for a photographer/videographer dedicated to documenting any HSDNC events
Having people come in and propose how they would do our documentation each time
MOTION: Tabatha Yelós moves to recommend action to allocate up to \$5000 per fiscal year 2019-2020 for a photographer/videographer to document all HSDNC events
SECOND: Michael Tessler
MOTION PASSES, unanimous approval

XIV. Announcements

Second Home

10/17 - Book shop launch, Estevan Oriol

10/12-10/13, Pavillion at Tar Pits, a bunch of non-profits will be exhibiting in the Second Home structure

9/24, at Tar Pits, LA Against the Mountains - about nature in LA, in between the mountains and the sea

Covenant House

Community cleanup Friday at 3pm, meeting in front of Covenant House

NC Congress

9/28, 7am-6pm - make sure to register

XV. New Business

Discussed under previous items

New agenda items must be sent in by Saturday 9/28

Dassler Jimenez will be absent at next meeting