



OUTREACH AND COMMUNICATIONS COMMITTEE AGENDA

Meeting Date: Monday, February 17th, 2020

Meeting Time: 7:00PM

Meeting Location: DLANC Offices, 529 S. Broadway Suite #203

Contact: marcus.lovngood@dlanc.com for more information

1. Call to Order / Roll Call / Introduction of Members: **7:11pm**

Marcus Lovingood - Chair	P		
Patti Berman (Ex-officio)	A		
Mindy Kordash-Shim	P		
Alexandre LiMandri	P		
Peter Clune	P		
Pablo Fontoura	P		
Paola Mendez	P		

2. Speakers

a. **City, State, County or Elected Officials or Representatives**

3. Declarations of Ex Parte Communications

4. General Public Comment - Public comment on Non-Agenda Items within the board's subject matter. Speakers are asked to fill out a public comment card. Public comments are limited to two minutes per speaker with a total time of ten minutes. (The chair, depending on number of speakers and time considerations, may change these parameters.)

5. Chair's Report

6. Approve Minutes From 1-20-2020 Meeting

MOTION: Mindy

SECOND: Pablo

Marcus Lovingood - Chair	Y		
Patti Berman (Ex-officio)	Y		
Mindy Kordash-Shim	Y		
Alexandre LiMandri	Y		
Peter Clune	Y		
Pablo Fontoura	Y		
Paola Mendez	Y		

7. Old Business

a. **Yearly Editorial Calendar Planning**

- Director Alex Limandri proposes to produce the South Park Safety Forum with the LAPD in April 2020. Looking to utilize a WeWork-type co-working presentation space. Alex will act as point.
- Outreach proposes to produce a Bunker Hill Coffee Event in June 2020 (will engage Directors Niera & Ian) Paola will act as point.
- Outreach Proposes to produce a Fashion District Event in August 2020 (will engage Director's Ryan Alfari & Michael Olivera). Pablo will be point.

- Outreach proposes to produce a Historic Core Coffee event in October 2020 (will engage Director’s Claudia, Mindy & Colleen). Pablo will be point.
- Outreach proposes a Center City East event in December 2020, (will engage Directors Wendell, Shawn & Josh Swartz).

b. Public Restroom Survey Update

- No progress

c. DLANC-produced event preparation for Q1 2020: “Coffee with your Neighborhood Councilmember” and “Forums”

- Will coordinate with directors on locking down dates for proposed events on editorial calendar.

d. DLANC Newsletter Discussion and Action

- Newsletter will be distributed to local buildings and shelters, led by Pablo Fontoura. 10,000 copies is our goal to be printed by union printer and will give extra time for a quote. If not, we will outsource to save on costs. Newsletter editor & chief will be Marcus Lovingood and each section will be head by each committee member and established at our next meeting.

e. Develop first DLANC PSA Campaign

- Outreach proposes to produce a “What is DLANC” informational PSA for local online distribution. Pablo to write content, Marcus to Produce.

f. Develop T-Shirt Plan and Execution/Budget

- Postponed

8. New Business:

- a. DISCUSSION & ACTION: Outreach to approve its monthly digital ads expenditure for the Board Meeting for an amount in to exceed \$500. Vendor to be one like Facebook. Monies to come from pre-approved Outreach Budget.

MOTION: Marcus

SECOND: Alex

Marcus Lovingood - Chair	Y		
Patti Berman (Ex-officio)	Y		
Mindy Kordash-Shim	Y		
Alexandre LiMandri	Y		
Peter Clune	Y		
Pablo Fontoura	Y		
Paola Mendez	Y		

- b. DISCUSSION AND POSSIBLE ACTION: DLANC Board shall approve a project to launch a free monthly DLANC print and digital newsletter.

- Newsletter content will be produced and overseen by Outreach committee.
- Newsletter content will be based on pre-voted on and approved DLANC measures, CIS’s, PSA’s, DLANC events and other matters of import to DTLA stakeholders officially sanctioned by approved DLANC partners.
- Newsletter content will be approved by the board one month prior to distribution.

- Outreach will distribute up to 10,000 print units per issue. Printing and distribution costs not to exceed \$1,000 per month. Monies to come from Outreach budget. Printer to be one like Mitchell printing or online comparable.
- Print Newsletter not to exceed 4 pages in length.

MOTION: Alex
 SECOND: Pablo

Marcus Lovingood - Chair	Y		
Patti Berman (Ex-officio)	Y		
Mindy Kordash-Shim	Y		
Alexandre LiMandri	Y		
Peter Clune	Y		
Pablo Fontoura	Y		
Paola Mendez	Y		

c. DISCUSSION AND POSSIBLE ACTION: Official DLANC Fliers and brochure printing for possible quarterly direct-mail campaign.

Matter was discussed and postponed to further meeting discussion.

d. DISCUSSION AND POSSIBLE ACTION: DLANC Outreach to explore the creation of Outreach “Street Team” for various in-person, grassroots outreach needs.

Matter was discussed and postponed to further meeting discussion.

DRAFT
General Public Comment - Public comment on Non-Agenda Items within the board’s subject matter. Speakers are asked to fill out a public comment card. Public comments are limited to two minutes per speaker with a total time of ten minutes. (These parameters may be changed by the chair, depending on number of speakers and time considerations.)

9. Other Committee Member Comments and Announcements
10. Next Meeting: Monday, March 16th, 2020 @ 7PM
11. Adjourn

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS: The public is requested to fill out a “Speaker Card” to address the [committee] on any agenda item before the committee 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 committee’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the committee 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 committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer.

POSTING: In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board members in advance of a meeting may be viewed on our website by clicking on the following link: www.dlanc.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 download from our website. You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at: <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>.

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

DISABILITY POLICY: The Downtown Neighborhood Council complies with Title II of the Americans with Disabilities Act and does not discriminate on the basis of any disability. Upon request, the Downtown Neighborhood Council will provide reasonable accommodations 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 prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment at (213) 978-1551 or email NCsupport@lacity.org.