



Boyle Heights Neighborhood Council
Outreach and Special Events Minutes

Location: Milpa Grille
2633 E. Cesar Chavez Ave, Los Angeles, CA 90034
Monday, August 13, 2018 at 6:30 PM



1. **Meeting to be called to order** 6:45 PM
2. **Welcome, Introductions and roll call**
 - Committee members present: Mayra, Deysi, Veronica
 - Board members present: Daisy, Vivian
3. **General Public Comment** (Limited to 2 minutes per speaker)
 - a. Vivian-
 1. Historic Preservation Committee looking to create guide/ booklet for historic places in Boyle Heights. Current focus is getting Historic Preservation Overlay Zone (HPOZ) on Boyle. Its going to take lots of outreach and education and is looking to create a brochure to pass out and support from the committee in going door to door
 2. Working with TEC on signs regarding dog waste, parking, and illegal dumping
4. **Committee Business**
 - a. Discussion/ Action: approval of July minutes
 1. Veronica motions to postponed approval since not available, Mayra 2nds
 2. Vote (3 yays, 0 nays); motion passes
 - b. Discussion/ Action: on finalized letter to schools in Boyle Heights
 1. Committee members will submit drafts to chair, will include requests to be invited to back to school nights, focus on high schools and middle schools to begin. Veronica has full list of schools
 2. No action taken
 - c. Update on approved Calendar of events
 1. August added list of all meetings, there was delayed response with some chairs.
 1. Suggestion that chairs be given a hard deadline, if miss it responsible for own outreach
 2. No physical calendar has been created, will try for September
 - d. Review of approved outreach items to purchase
 1. Table Cloths: decided on a red-ish color not too bright or dark
 2. Canopy: logo will be small next to name on 2 sides, website on other 2, canvas preferred
 3. Pop Up Banner: Preference is logo and website only; similar to the ones at conventions
 4. Poster since BHNC logo: discussion of obtaining metal / plastic sign instead of paper for durability; all prefer metal, if cheap enough can get plastic stand up currently on sale at Kelly's paper
 5. Grocery Bags: TEC discussed these for a potential outreach for sustainability fair, would like to see canvas ones with BH sketch map, saying, and iron-ons that reflect each area. Ex: Mariachi Plaza, El Pino, etc
 6. 3x3 stickers: only logo and website
 7. Cardstock flyer: Empower LA has offered to design a brochure, still need to pay for printing, committee will begin working on draft for postcard, to show board at next GBM; Deysi

- knows someone with 2 day turnaround; Daisy- that's next wed. Move forward with Empower LA so that even if we print on regular paper we still have them
- 8. T-shirts: currently price comparison; Vivian suggest PVMs ink, blends nicer
- 9. Hats- logo and website in the back, Vivian would like a straw hat, Cuban style
- 10. Giant Connect Four- ordered and received
- 11. Face Paint- experts said we could buy locally at Payasitos on first. Kit \$100, brushes and sponges separate; Veronica I like the idea of purchasing locally and reinvesting in our own community
- 12. Giant Jenga- ordered and received
- 13. Sidewalk Chalk- ordered and received
- e. Discussion on writing summaries of events and posting on website/ FB
 - 1. Need to emphasis importance to other chairs, accomplishment page on website sad, can submit to BH Beats and EmpowerLA newsletter; Daisy all published material should be reviewed by second pair of eyes and if mistakes are noticed let someone know right away

5. Budget Requests

- a. Discussion/ Action: for up to \$500 for BHNC business cards for new members
 - 1. **Veronica motions to approve up to \$500, Mayra seconds**
 - 2. **Votes (3 yays, 0 nays); motion passes**
 - 3. Discussion:
 - 1. Daisy – down to 30 cards
 - 2. Deysi –should invert to allow to add names for social media; similar design
 - 3. Vivian- can we discuss paperweight; Veronica- we are getting the cheap one can redesign next year after elections
- b. Discussion/ Action: for up to \$500 for BHNC name tags for board members
 - 1. **Veronica motions to approve up to \$500, Mayra seconds**
 - 2. **Votes (3 yays, 0 nays); motion passes**
 - 3. Discussion:
 - 1. To make the tags more reusable and to avoid members taking ownership of tags, they will not be personalized, just the city logo and council name
- c. Discussion/ Action: for up to \$100 for executive position name cards
 - 1. **Mayra motions to approve up to \$500, Veronica seconds**
 - 2. **Votes (3 yays, 0 nays); motion passes**
 - 3. Discussion:
 - 1. To make the tags more reusable and to avoid members taking ownership of tags, they will not be personalized, just position in order (executive/ area reps/ chairs)
 - 2. Will be priced at Trophy Shop on 1st
- d. Discussion/Action: for up to \$500 to be used in advertising for Roosevelt Classic H.S football game
 - 1. **Veronica motions to approve up to \$500, Mayra seconds**
 - 2. **Votes (3 yays, 0 nays); motion passes**
 - 3. Discussion:
 - 1. Deysi & Vivian: would like to see only logo and website for consistency in branding
 - 2. Mayra will also like to have a booth at game
 - 3. Deysi- should include ig name bc ...teenagers
 - 4. Would need marketing targeted at teenagers posted following day
 - 4.
- e. Discussion/ Action: for up to \$500 to be used in advertising for Mendez Homecoming game
 - 1. **Veronica motions to approve up to \$500, Mayra seconds**
 - 2. **Votes (3 yays, 0 nays); motion passes**
 - 3. Discussion:
 - 1. Deysi & Vivian: would like to see only logo and website for consistency in branding
 - 2. Mayra will also like to have a booth at game

3. Deysi- should include ig name bc ...teenagers
4. Would need marketing targeted at teenagers posted following day, need to show equal treatment of both schools

6. Progress on Approved Events

- a. Senior Event
 1. Create mini proposal and budget
 1. Vivian will work on getting clarification on lunch so that Seniors aren't paying and event is free and open to entire public
 2. Mayra will work on cost estimates to submit to Budget Committee next month
 2. # of anticipated attendants- 75-100
 3. Securing Location: Evergreen Senior Center October 25, 2018, 11-1pm
 1. Need confirmation email
 2. Veronica will submit event form and assist Vivian into reaching out to the various departments
- b. Extreme Coupon Classes
 1. Create mini proposal and budget
 1. Instructors free
 2. Members would like to see results, possible use to sustain other programs
 2. # of anticipated attendants- 10
 3. Securing Location- Mayra will work on this, time would be 6:30; not on Wednesday or Mondays
- c. Fitness nights at Parks with different city entities
 1. Contact a variety of departments
 1. Starting with Fire Department

7. Strategic Planning

- a. Discussion on executing approved items
 1. Passed out action item charts to keep track; suggest use on line tool such as rike or asana
- b. Discussion/ Possible Action: Social Media Usage
 1. **Veronica motions to use IG for NC/ NC events/ and city related services only, FB to include community events other organizations are hosting, and Twitter for discussion on topics, articles. Deysi seconds.**
 2. **Vote (3 yays, 0 nays), motion passes**
 1. Deysi suggest using hootsuite to pre populate posts; Veronica informs that DONE is working on getting Nextdoor access, committee would like to see a community events tab added to website, have been trained to ignore margins as ads
- c. Potential Partnerships
 1. Report on meeting with Soledad Enrichment Action
 1. Gang and Reduction Program – need to have further conversations on how to partner up
 2. Report on meeting with Social Model Recovery
 1. Gang and Reduction Program – need to have further conversations on how to partner up
 3. Report on meeting with Boyle Heights Arts Conservatory- Radio
 1. Great turn out for the meeting, no one will be turn away, negative is signal is weak and wont be clear n the parts of BH close to DTLA. BHNC looking to create own segment to discuss issues in neighborhood, invite community leaders, an keep public updated on whats going on. Radio Sation 1010.5
 2. Veronica suggests that an IGTV channel be created so that each radio session can be added to it

8. Announcements

- a. General Board Meeting, meets 4th Wednesday of the month at Boyle Heights City Hall, 6:30 PM.
Next one is on 08/22/2018
- b. August 15, 2018 Registration for free Congress of Neighborhood Councils
- c. September 22, 2018 Congress of Neighborhood Councils, LA City Hall, 8am
 - 1. Looking to have full attendance from board and committees

9. Adjournment 8:27PM

- a. **Mayra motion to adjourn meeting, Deysi seconds**
- b. **Vote (3 yays, 0 nays); motion passes**

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