

CITY OF LOS ANGELES

HISTORIC HIGHLAND PARK NEIGHBORHOOD COUNCIL

Post Office Box 50791
Los Angeles, CA 90050
<http://www.highlandparknc.com>
Certified as NC #33 May 28, 2002

CALIFORNIA

DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

200 N. Spring St. Ste.2005
Los Angeles, CA 90012
Telephone: (213) 978-1551

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Monica Alcaraz - PUBLIC SAFETY
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Historic Highland Park Neighborhood Council

Notice of Outreach Committee Meeting Minutes

Friday January 22, 2016

Antigua Bread

5703 N Figueroa St, Los Angeles, CA 90042

6:00 p.m. – 7:00 p.m.

AGENDA

- A. Call to Order
Present: Monica Alcaraz, Diego Silva, Harvey Slater
- B. Public Comments on NON – AGENDA ITEMS ONLY (5 minutes max, 1 minute per speaker)
No comments.
- C. Chair's Report (5 min)
No report.

ACTION ITEMS

1. Outreach plan for elections
Three main focuses for elections: Advertising, Special Events, and Continuous events
We also want to focus on canvassing the neighborhood as a big goal. Will need to produce a blurb and a piece of information that gives information about the elections. Occidental College is a prime demographic for elections outreach.
We need to learn Nation Builder (Harvey primarily) and use it for email outreach.
*Ideas for special events: cards for parents at youth games (parks); design a banner to be used at traffic intersections, Sat Feb 13 at 2pm is the Kickoff Event with meet and

greet and lawn games (focus on potential candidates), a Library Political Science Day for kids (Doreen Sanchez).

*Continuous events: tabling at Farmers Market, Second Sat. Art Walk,

Will also plan to produce an ad for Blvd Sentinel.

Looking to set a budget for \$5,000.

2. Updates on Bilingual Parent Outreach Project
Incorporate this project into elections outreach. Start with Buchanan Elementary.
3. Brainstorm outreach events
Refer to agenda Item #1