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 canvasing 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 Buchannan Elementary.

3. Brainstorm outreach events
   Refer to agenda Item #1