

**Outreach Committee Meeting
June 28, 2014**

A. Call to Order

B. Public Comments on NON-AGENDA ITEMS ONLY (5 minutes max, 1 minutes per speaker)

- Outreach should be fun and exciting, not preachy.

C. Chair's report (5 min)

ACTION ITEMS

1. (10 min) Discussion & action to appoint committee members. M. ALCARAZ

- Committee members elected: Diego, Miguel, Fernando, Monica, Amirah

2. (10 min) Discussion & action to appoint committee chair & secretary. M.ALCARAZ

- Diego elected as chair. Amirah elected as Secretary.

3. (5 min) Discussion & possible action to adopt the agenda. M.ALCARAZ

- Agenda approved

4. (20 min) Discussion & possible action set Committee Goals and Plan of Action.

M.Alcaraz

- Tabled to next meeting

5. (20 min) Discussion & possible action adopt Council yearly event participation.

M.Alcaraz

- To be affirmed by the general council at the next meeting.

6. (10 min) Discussion & possible action host a town hall meeting on gentrification in North East Los Angeles. F. Villa

- Consensus to propose this item on HHPNC board agenda.

7. New Business Adjournment

- No new business

8. Adjournment

Meeting adjourned at

Plan of Action Discussion (item 3)

- What should our goals be?

- Twitter, meeting presence, Facebook, email listserv

- Survey for stakeholders – Diego to create survey – Arroyo Seco has a current survey, can be used as a template
- The council has a MailChimp account – Monica to give access
- Update the website. This is crucial for us to post announcements and be in compliance.
- Calendar should be updated online
- Posting at 5 locations or more is absolutely crucial
- Committee members are also tasked with making sure communication on social media and email is appropriate
- Potentially making posters with a template design that can be changed out quarterly. Laminate poster design and replace center content every so often with set events.
- Need to find people that are in charge of photos, videos, and general archiving.
- Find an app that all members can upload media to that is easily transferred to social media/ webpage
- Make sure we connect all HHPNC board members' connections to community organizations
- Events or tournaments hosted by the council for team building. This can also benefit inter-council relations.
- This committee should educate community on what all other committees are doing and progress more.
- Implement a system for all HHPNC entities to submit announcements to Outreach and then we can disseminate all info
- Committee should also do press releases and general media

Major focuses:

Consistent production of information with recognizable format (newsletter, online, print)
 Community events that help outreach
 Professionalism in representing the board and committee

Potential events:

Walking tour to highlight businesses, orgs, etc. (Heritage Trust)
 Farmer's Market presence