

# 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

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OFFICERS  
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Daniel Andalon FIRST VICE PRESIDENT  
Antony Castillo SECOND VICE PRESIDENT  
Nicolas Soto TREASURER  
Rocio Rivas SECRETARY

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Gardea, Susanne Huerta, Yolanda Nogueira, Sheri Lunn, Derek  
Saucedo, Stanley Moore, Diego Silva, Jessica Singleton



COMMITTEE CHAIRS  
Harvey Slater EXECUTIVE  
Nicholas Soto BUDGET and FINANCE  
VACANT OUTREACH  
VACANT LAND USE

## Historic Highland Park Neighborhood Council

### Notice of Outreach Committee Meeting and Agenda

Wednesday, June 15, 2016

Arroyo Seco Library (Conference Room)

6145 N. Figueroa St. Los Angeles, CA 90042

6:00 p.m. – 7:30 p.m.

The public is requested to fill out a "Speaker Card" to address the Board on any agenda item prior to the Board taking action. Public comment is limited to 2 minutes per speaker but the Board has the discretion to modify the amount of time for any speaker.

When the Board considers the agenda item entitled "Public Comments," the public has the right to comment on any matter that is within the Board's jurisdiction. The public may also comment on a specific item listed on this agenda when the Board considers that item. In addition, the members of the public may request and receive copies without undue delay of any documents that are distributed to the Board, unless there is a specific exemption under the Public Records Act that prevents the disclosure of the record. (Govt. Code § 54957.5)

The Historic Highland Park Neighborhood Council holds its regular meetings on the first Thursday of every month and may also call any additional required special meetings in accordance with its Bylaws and the Brown Act. The agenda for the regular and special meetings is posted for public review at: (1) Café de Leche located at 5000 York Boulevard, (2) Ramona Hall Community Center located at 4580 North Figueroa Street, (3) La Tropicana Market located at 5200 Monte Vista Street, (4) Fire Station #12 located at 5921 North Figueroa Street, (5) Highland Market located at 6901 N. Figueroa St, and (6) when possible, Arroyo Seco Library, 6145 North Figueroa Street

The Historic Highland Park 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 Historic Highland Park 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 the availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Department of Neighborhood Councils at (213) 485-1360 or e-mail to [NCSupport@lacity.org](mailto:NCSupport@lacity.org). In compliance with Government Code Section 54957.5, nonexempt writings that are distributed to a majority of all board members in advance of a meeting may be viewed at [www.highlandparknc.com/](http://www.highlandparknc.com/) by clicking the Board agenda link or at the scheduled meeting. If you would like a copy of any record related to an item on the agenda, please contact Monica Alcaraz at [monica.alcaraz@highlandparknc.com](mailto:monica.alcaraz@highlandparknc.com). To request language services please call the Dept. of Neighborhood Empowerment, City of L.A at 213.978.1551.

**SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS DE TRABAJO (72 horas) ANTES DEL EVENTO. SI NECESITA AYUDA CON ESTA AGENDA, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 485-1360**

## **AGENDA**

- A. Call to Order  
Board Members Present: Diego Silva, Yolanda Noguera, Rocio Rivas, Zacharias Gardea  
Community Members Present: Nettie Vasquez, Mauro Garcia, Mike Proa
- B. Public Comments on NON – AGENDA ITEMS ONLY (5 minutes max, 1 minute per speaker)
- C. Outgoing Chair’s Report (5 min)  
Once we have elected a new chair of the committee I will pass over all files that I have.

## **ACTION ITEMS**

1. (15 min) Recap of 2014-15 outreach achievements and areas for improvement  
  
Achievements: Created a neighborhood council poster with contact information. Conducted a community-wide survey to gauge stakeholder satisfaction. Participated in community outreach events like 4th of July at Eagle Rock Park, Farmer’s Market, Art Walks, and Holiday events. Purchased banners, posters, giveaways, and other collateral for events. Included Spanish language in most collateral (e.g. Blvd Sentinel, posters, flyers, refrigerator magnets, brochures, website)  
  
Areas for improvement: Poster campaign did not really take off; we need to create something with less maintenance. Too many events spread the council thin and attendance begins to decrease, pick specific events to rally the entire group around. Tried to do a community-wide event (movie in the park) but that project never happened, need to invest more time in the planning process.
2. (10 min.) Election of committee chair for 2016-17  
Yolanda nominated for chair. Accepted.  
Diego nominated for chair. Declined  
Yolanda voted as committee chair by a unanimous vote of board members present.
3. (15 min) Discuss outreach ideas for the new term  
  
Do one community-wide event, research possible movie in the park. Look into the art walk events for board team-building. Look into Internet marketing tools as well as bilingual approaches.