

HOLLYWOOD HILLS WEST NEIGHBORHOOD COUNCIL

OUTREACH COMMITTEE AGENDA

February 9, 2017

6:30 pm

Will and Ariel Durant Branch Library 7140 Sunset Blvd, Los Angeles, CA 90046

Directions: East of N. Fairfax Ave and West of N. La Brea Ave of Hollywood Blvd. Building is accessible and free parking is available behind the building.

1. Welcome at 7:02 pm by Chair of Outreach Committee, Sheila Irani.

All participants introduced themselves. Present were Susan Proffitt Wattles, HHWNC Area 6 Chair; Noelle Maryne and Melanie To from Behavioral Health Services; and Matt Shichtman, stakeholder.

2. Outreach for Mayoral Forum on February 15 – all participants have forwarded information about the Mayoral Forum to their respective Facebook followers. Sheila Irani has posted on Facebook account for Hollywood United NC, and Nextdoor. The Facebook poster for HHWNC has been boosted with a \$100 budget sending it out to thousands of people interested in community development.

3. Develop calendar of community events for HHWNC – Two representatives from Behavioral Health Services (BHS) presented a request that HHWNC fund a portion of the cost of producing a Prescription Drug Community Forum, in the amount of \$500. The event is scheduled for Thursday April 13, 2017 from 6 - 8 p.m. at the First Presbyterian Church of Hollywood Mears center. The focus of the forum is educate community members on causes and impacts of prescription drug abuse and misuses in order to prevent an increase in this epidemic.

Sheila suggested BHS investigate alternative venues that would be free or less costly, and look into snack and water donation from area merchants. The representatives were asked to put an NPG together for their request so that it could be put on the Board agenda in March.

4. Discuss and select promotional items for HHWNC - Sheila opened up discussion about promotional items. Participants were enthusiastic about the emergency whistle with light (or 'rape whistle'). Sheila also showed a sample of a foldable fabric tote bag that folds into its own pouch, and all present liked this idea as well. A fridge magnet with handy City info #s, and as well as a simple first aid kit were also discussed. Sheila stated that there is a budget for items, but before she orders any more, she needs to know the HHWNC stock on hand. Susan will be

tallying the quantity and type of items in stock as they will be handed out at the Mayoral Forum. Once inventory is assessed a quote from a promotional item provider will be requested.

5. Discuss CERT Training for stakeholders - the group agreed that it would be smart to produce a CERT training for stakeholders before the end of this fiscal year considering how many residents live in the Hills. Sheila will talk to LAFD to see when they are available to provide us with training and put request on next Board Agenda. Possible sites include Temple Israel, Mosaic, Library. Other options would be CPR training for Stakeholders as the time commitment is less. Matt agreed to contact American Red Cross to find out our options in partnering with HHWNC in producing a free CPR class. Request will be put on next Board meeting Agenda.

6. Discuss methods to increase awareness of HHWNC – the design of a one sheet, large postcard or trifold seemed to be the best method to summarize HHWNC’s mission and accomplishments and used at events and a PDF could be put on the web site.

Stakeholders suggested the best way to increase awareness of NCs is to tap into the frustration of the stakeholders because people participate in order to change something, usually something that is a problem, nuisance, or concern for them.

Outreach Chair will need to find out a graphic designer that is City approved to handle the design of this collateral piece.

7. New Business - Sheila asked about Temple Israel of Hollywood (TIOH) Big Sunday, and that HHWNC could be a part of this recognized day of service. Susan said she is in touch with TIOH Director of Communication, and would forward her the contact info.

8. Public comments on non-agendized items. - None

9. Adjournment at 8:05 pm