



# OUTREACH AND COMMUNICATIONS COMMITTEE AGENDA MINUTES

**Meeting Date:** Monday, January 20<sup>th</sup>, 2020

**Meeting Time:** 7:00PM

**Meeting Location:** DLANC Offices, 529 S. Broadway Suite #203

**Contact** marcus.lovingsgood@dlanc.com for more information

1. Call to Order / Roll Call / Introduction of Members: 7:07p

|                            |   |
|----------------------------|---|
| Marcus Lovingsgood - Chair | P |
| Patti Berman (Ex-officio)  | P |
| Mindy Kordash-Shim         | P |
| Alexandre LiMandri         | P |
| Peter Clune                | P |
| Pablo Fontoura             | P |
| Paola Mendez               | A |

2. Speakers

- a. **City, State, County or Elected Officials or Representatives**

3. Declarations of Ex Parte Communications

4. General Public Comment - Public comment on Non-Agenda Items within the board's subject matter. Speakers are asked to fill out a public comment card. Public comments are limited to two minutes per speaker with a total time of ten minutes. (The chair, depending on number of speakers and time considerations, may change these parameters.)

- a. Tom Grode - Speaking on the Ad Hoc 2040 and PLUC presentation heard from multiple sources that unusual comments were made on redlining.
  - b. Pat Barrett - speaking on a newsletter for events attempting to speak on multiple agenda items.

5. Chair's Report

- a. Social Media Stats – See Attached Document
  - b. Emails
  - c. Volunteering

6. Committee Member Comments

- a. Alex - schedule for the rest of the year
  - b. Patti - Bylaws and standing rule review is coming up

7. Approve Minutes From 10-21-2019 Meeting

MOTION: Alex

2<sup>nd</sup>: Mindy

|                            |     |
|----------------------------|-----|
| Marcus Lovingsgood - Chair | Y   |
| Patti Berman (Ex-officio)  | ABS |
| Mindy Kordash-Shim         | Y   |
| Alexandre LiMandri         | Y   |
| Peter Clune                | Y   |
| Pablo Fontoura             | Y   |
| Paola Mendez               | A   |

YES = 5, No = 0, Abstain = 1, Absent 1, Pass? Yes

8. Old Business

- a. **Historic Core Small Business Symposium Post Mortem**

- b. **Shared Google Doc/Editorial Calendar Discussion**
- c. **Public Survey Discussion**
- d. **Public Restroom Survey Update**
- e. **Initiate FB Live Pilot of Board Meetings/Public Access – Possibly accepting online comments**
- f. **DLANC-produced event preparation for Q1 2020: “Coffee with your Neighborhood Councilmember” and “Forums”**

9. New Business:

- a. DISCUSSION & POSSIBLE ACTION: Outreach Volunteer Policy and Outreach Request Requirements.
- b. DISCUSSION AND POSSIBLE ACTION: DLANC Outreach Committee to create a plan to produce monthly digital PSA videos for public distribution to DLANC stakeholders. Content will be produced by Outreach committee. Each video will be allotted a budget not to exceed \$500 to go toward production costs. Monies to come from the Outreach Budget. Board to approve each PSA prior to production.

MOTION: Alex  
2<sup>nd</sup>: Mindy

|                           |   |
|---------------------------|---|
| Marcus Lovingood - Chair  | Y |
| Patti Berman (Ex-officio) | Y |
| Mindy Kordash-Shim        | Y |
| Alexandre LiMandri        | Y |
| Peter Clune               | Y |
| Pablo Fontoura            | Y |
| Paola Mendez              | A |

YES = 6, No = 0, Abstain = 0, Absent 1, Pass? Yes

- c. DISCUSSION AND POSSIBLE ACTION: Outreach will purchase no more than 100 DLANC t-shirts for Board and public distribution. Budget not to exceed \$1000. Monies to come from the Outreach Budget.
  - i. TABLED
- d. DISCUSSION AND POSSIBLE ACTION: DLANC Outreach Committee to create a plan to produce a monthly podcast for public distribution to DLANC stakeholders.
  - i. Public comment by Barrett
  - ii. TABLED
- e. DISCUSSION & POSSIBLE ACTION: Website implementation and ongoing procedure
  - i. TABLED
- f. DISCUSSION & ACTION: Outreach to approve its monthly digital ads expenditure for the Board Meeting for an amount in to exceed \$500. Vendor to be one like Facebook. Monies to come from pre-approved Outreach Budget.
  - i. No Objections
- g. DISCUSSION & ACTION: Outreach to approve its monthly digital ads expenditure for DLANC-Sponsored Events for an amount not to exceed \$1,000. Vendor to be one like Facebook. Monies to come from pre-approved Outreach Budget.
  - i. TABLED
- h. DISCUSSION & ACTION: Outreach to approve its monthly digital ads expenditure for DLANC-Produced Events for an amount not to exceed \$1,000. Vendor to be one like Facebook. Monies to come from pre-approved Outreach Budget.
  - i. TABLED
- i. DISCUSSION AND POSSIBLE ACTION: Implement the Free City Tree program to survey and plant upwards of 1000 trees in DTLA. Program will organize volunteers to

survey tree “deserts” and establish planting needs. Outreach will then be made to business owners and block submission paperwork will be submitted. Outreach will submit a CIS upon completion. Outreach will work closely with Livability committee on execution.

- i. Discussed the creation of an Ad-Hoc Committee in conjunction with Livability
- ii. Mindy Departed – 9:03p
- j. DISCUSSION AND POSSIBLE ACTION: DLANC Outreach Committee to create a plan to launch a monthly DLANC newsletter.
- k. Marcus ready quote from MLK’s “I Have A Dream Speech” to commemorate Martin Luther King, Jr.’s Birthday.

**General Public Comment** - Public comment on Non-Agenda Items within the board’s subject matter. Speakers are asked to fill out a public comment card. Public comments are limited to two minutes per speaker with a total time of ten minutes. (These parameters may be changed by the chair, depending on number of speakers and time considerations.)

10. Other Committee Member Comments and Announcements
11. Next Meeting: Monday, February 17<sup>th</sup>, 2020 @ 7PM
12. Adjourn: 9:15p

**PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS:** *The public is requested to fill out a “Speaker Card” to address the [committee] on any agenda item before the committee takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the committee’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer.*

**POSTING:** *In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board members in advance of a meeting may be viewed on our website by clicking on the following link: [www.dlanc.com](http://www.dlanc.com), or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please download from our website. You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at: <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>.*

**RECONSIDERATION AND GRIEVANCE PROCESS:** *For information on the DLANC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the DLANC Bylaws. The Bylaws are available at our Board meetings and our website [www.dlanc.com](http://www.dlanc.com).*

**DISABILITY POLICY:** *The Downtown 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 Downtown 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 availability of services, please make your request at least 3 business days prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment at (213) 978-1551 or email [NCsupport@lacity.org](mailto:NCsupport@lacity.org).*

## DLANC Quarterly Facebook Ads Snapshot – Outreach Committee Report



| <input type="checkbox"/> | Ad Set Name  | Results               | Reach            | Impressions     | Cost per Result              | Amount Spent            | Schedule                              |
|--------------------------|--|-----------------------|------------------|-----------------|------------------------------|-------------------------|---------------------------------------|
| <input type="checkbox"/> | Event: DLANC January Board Meeting (Open To The Public)  | 105<br>Link Clicks    | 7,189            | 12,841          | \$1.14<br>Per Link Click     | \$119.55                | Jan 12, 2020 – Jan 14, 2020<br>2 days |
| <input type="checkbox"/> | Event: DLANC December Board Meeting (Open To The Public) | 52<br>Event Responses | 2,377            | 5,200           | \$2.40<br>Per Event Response | \$125.00                | Dec 6, 2019 – Dec 10, 2019<br>4 days  |
| <input type="checkbox"/> | Event: Historic Core Small Business Symposium            | 43<br>Event Responses | 6,708            | 15,448          | \$5.81<br>Per Event Response | \$250.00                | Oct 25, 2019 – Nov 4, 2019<br>10 days |
| <input type="checkbox"/> | Event: DLANC November Board Meeting                      | 62<br>Event Responses | 2,474            | 7,555           | \$2.02<br>Per Event Response | \$125.00                | Oct 9, 2019 – Nov 12, 2019<br>34 days |
| <input type="checkbox"/> | Event: October Board Meeting                             | 31<br>Event Responses | 2,884            | 3,998           | \$4.03<br>Per Event Response | \$125.00                | Oct 2, 2019 – Oct 7, 2019<br>5 days   |
|                          | > Results from 5 ad sets                                 | —                     | 18,995<br>People | 45,072<br>Total | —                            | \$744.55<br>Total Spent |                                       |

### Cost Analysis:

|                        |                              |                                 |        |
|------------------------|------------------------------|---------------------------------|--------|
| Total Reach:           | 18,995 (33% DTLA Population) | Cost Per Resident Reached:      | \$0.04 |
| Total Impressions:     | 45,072 (78% DTLA Population) | Cost Per Resident Impression:   | \$0.02 |
| Total Spent:           | \$744.55                     |                                 |        |
| Email Collected:       | 278                          | Avg Cost per Email Acquisition: | \$2.68 |
| Total Event Responses: | 188                          | Avg. Cost Per Event Response:   | \$3.96 |

### RESULTS

#### Board Meetings:

OCT MEETING: 31 Responded, 28 Attended  
 NOV MEETING: 62 Responded, 32 Attended  
 DEC MEETING: 52 Responses, 20 Attended  
 TOTALS: 145 Responses / 80 Attended (55% Avg. Conversion Rate)

#### Symposium:

43 FB RSVP's/Emails Collected, 35 attendees  
 Cost per RSVP: \$5.81/Cost Per Attendee: \$7.14

Meetings prior to Q4 2019 had a general attendance of between 5-15 members. Attendance in Q4 2019 averaged 26 attendees per meeting, providing a **73% increase in attendance** since ad program implementation.

### NEXT STEPS

Increase Ad Budget per campaign and lift monthly minimum to give Outreach Committee flexibility on Monthly Ad Budget determination by vote. (\$125/\$250 - \$400 Per Month increase range from current \$125 monthly maximum).  
 Expected Results: Exponential attendance increase both in-person and online.

DRAFT