

**ARROYO SECO
NEIGHBORHOOD COUNCIL**
POST OFFICE BOX 42254
LOS ANGELES, CA 90042
MESSAGE PHONE: 323-418-ASNC
http://www.asnc.us

OFFICERS

Nina Zippay
PRESIDENT

Valerie Harragin
VICE-PRESIDENT

Martha Benedict
SECRETARY

Andrew Ptashnik
TREASURER

Teresa Bonsell
REGISTRAR

**CITY OF LOS ANGELES
CALIFORNIA**



COMMUNICATIONS & OUTREACH COMMITTEE
Chair Teresa Bonsell

Margaret Barto, Martha Benedict, Rick Laudati,
Andrew Ptashnik, Christian Rodriguez, Ariel Van Zandweghe

c/o EmpowerLA - DONE
200 N. Spring St., Suite 2005, Los Angeles, CA 90012
Phone: (213) 978-1551
Fax: (213) 978-1751

GEOGRAPHICAL REPRESENTATIVES

Andrea Moran, Hermon
Judy Shane, Hermon
Martha Benedict, Montecito Heights
Roy Payan, Montecito Heights
Darius Adle, Monterey Hills
Boris K'Zorin, Monterey Hills
Valerie Harragin, Mount Washington
Christine Pierron, Mount Washington
Andrew Ptashnik, Mount Washington
Padraic Cassidy, Mount Washington
Joseph Riser, Sycamore Grove
Sergio Vidal-Echeverria, Sycamore Grove

AT LARGE REPRESENTATIVES

Teresa "Teri" Bonsell, At Large
Tony Torres, At Large
Terry Saltzman, Community Non-Profits
Randall Zorick, Education & Youth
Nina Zippay, Environment
Margaret Barto, Faith-based Organizations
Annie Sakamoto, Healthcare & Seniors
Ariel Van Zandweghe, Recreation, Culture, & Arts
Alfred Buhler, Retail, Wholesale, & Service Business

ARROYO SECO NEIGHBORHOOD COUNCIL (ASNC)

SPECIAL JOINT MEETING OF THE BOARD WITH

THE COMMUNICATIONS AND OUTREACH COMMITTEE

Wednesday, November 6, 2013 • 6:30 p.m. • Ramona Hall, 4580 North Figueroa Street, Los Angeles, CA 90065

A G E N D A

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted 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 (72-hours) prior to the meeting by contacting Department of Neighborhood Empower, at (213) 978-1551 or toll-free at 311.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all members of the Board in advance of a meeting, may be viewed at the Neighborhood Council meeting or on the Neighborhood Council website by clicking or visiting www.asnc.us.

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 días de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL (213) 978-1551.

- 1. WELCOME AND INTRODUCTIONS** - Teresa Bonsell, chair (1 min.)
- 2. GENERAL PUBLIC COMMENT** (10 min.) The public may provide comments to the committee on nonagenda items within the Neighborhood Councils subject matter jurisdiction. However, please note that under the Brown Act, the committee is prevented from acting on the issue you bring to its attention until the matter is agendaized for discussion at a future public meeting. (Limited to 2 minutes per speaker.)
- 3. PRESENTATION BY RICK LAUDATI** (15 min.)
 - A. Discussion and possible action on the review of news items for the ASNC newsletter related to Charter section 900.
 - B. Discussion and possible action on removal of email addresses from the ASNC database.
 - C. Review and possible action on the 2013/2014 ASNC Strategic Plan (as it relates to the C&O Committee).
- 4. ASNC NEWSLETTER** (5 min.) Discussion and possible action to spend up to \$3,000 for an area-wide mailing of approximately 10,000 four-page full color newsletters containing ASNC news and announcements, to be distributed by the Post Office in December 2013 via Every Door Direct Mailing.
- 5. PARTICIPATION IN AUDUBON'S 10-YEAR ANNIVERSARY SATURDAY NOV. 9** (5 min.) Discussion of options of outreach opportunities at Audubon Center's Saturday event from 1 to 4 p.m..
- 6. NORTHEAST LOS ANGELES HOLIDAY PARADE LOGISTICS** (10 min.) Discussion to prepare for ASNC's participation in the December 1st Holiday Parade down Figueroa Street.
- 7. "STATE OF HERMON" JANUARY 9** (Andrea Moran 10 min.) Discussion and possible action related to Hermon Local Issues meeting in January 2014 centered around a personal appearance by Councilmember Jose Huizar. Requested expenditure: \$350
- 8. ADVERTISING IN LOCAL PRINT PUBLICATIONS** (Darius Adle 10 min.) Discussion and possible action.
 - A. Boulevard Sentinel monthly paper covering local news (two other local NCs do): Cost 6 mos 1/4 pg \$700 black and white
 - A. NELAart News monthly paper covering local art-related topics and news. Cost 6 mos 1/4 pg \$1200 color
- 9. SUMMARY OF UPCOMING OUTREACH OPPORTUNITIES THROUGH YEAR'S END** (5 min.)
- 10. INPUT ON FUTURE AGENDA ITEMS** (5 min.)
- 11. ADJOURNMENT**

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation 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 (ASNC Project Coordinator), at (213) 978-1551