

North Los Angeles County Regional Center
Government & Community Relations Committee Meeting Minutes

Virtual meeting via Zoom
Wednesday, March 16, 2022
7:00 p.m. PST

Present: Nicholas Abrahms, Cathy Blin, David Coe, Gabriela Herrera, Sharoll Jackson, Angelina Martinez, Alma Rodriguez, Rocio Sigala, Jennifer Koster, Suad Bisogno - Committee Members

Lillian Martinez, Kimberly Bermudez, Ana Quiles, Michelle Heid, Lucy Paz Interpreter, Isabel Romero Interpreter and Dolly Minute Services – Guests

Ruth Janka, Alan Darby, Jesse Weller, Jennifer Williamson, Evan Ingber, Gabriela Eshrati, Cristina Preuss, Jazmin Zinnerman, Dr. Michael Fernandez, Liliana Windover, Natalia Langarica, Lizeth Chavez – Staff Members

Absent: Jeremy Sunderland, Sylvia Brooks-Griffin

I. Call to Order & Introductions

At 7:40 p.m., David Coe interim chair called the meeting to order. Lizeth Chavez Executive Administrative Assistant called attendance of committee members. Guests were asked to place name in the chat.

II. Public Input

No public input was provided.

III. Consent Items

A. Approval of Agenda

M/S/C (A.Martinez/C.Blin) To approve the Agenda as presented.

B. Approval of Minutes of January 19th and February 16th Meeting Minutes

Liz Chavez noted the attendance for the January 19th was incorrect reflecting Deshawn Turner's absence.

M/S/C (A. Martinez/C. Blin) To approve the January 19th amended minutes.

M/S/C (A. Martinez/C. Blin) To approve the February 16th minutes as presented.

IV. Committee Business

A. Resources to Support Ukraine – *Michele Marra*

M. Marra is absent, so J. Williamson took over this section.

The agency recently sent a communication about the Ukrainian humanitarian crisis that included links for individuals to support the crisis to donate and provide relief. D. Coe added that it is important for North LA to put out a message of care and compassion and providing more neutral resources.

B. Social Media – *Jennifer Williamson*

1. News You Can Use and Website Banners

J. Williamson shared the updated banner with the Committee and indicated that it will be implemented shortly.

2. Cultural and Diversity & Inclusivity celebrations

J. Williamson shared the updated list of the cultural and diversity & inclusivity celebrations with the Committee, based on the Committee's approval with revisions at the last Committee meeting.

3. Twitter Spaces

Members of Public Information will be meeting with the IT department to assess the logistics of using Twitter Spaces.

4. Social Media Analytics

a. Increasing Engagement/Media Consultant

The consultant gave several suggestions to improve audience participation. It was suggested that they use language such as “tag a friend” or “like this post;” animate the graphics if possible, use more pictures of people rather than graphics, have others share our content, and assess peak usage time for postings.

C. Legislative Update

1. Legislative Bills - *Jennifer Williamson – Page 33*

J. Williamson shared the Legislative bill report and noted an influx in new bills. She asked the committee for feedback on bills they recommend to take through the subject matter expert review process. It was determined that this discussion would be deferred to the next Committee meeting so that the Committee could sufficiently review the new bills.

2. Local Legislative Grass Roots Visits – *Jennifer Williamson*

M. Heid, remarked on some of the visits. They met with Assemblyman Azarian and shared concerns developed by this committee and the board. The bulk of the conversation was about law enforcement and how to keep the community safe. Today, they met with Balthazar Cornejo and were able to share all 7 talking points. Concerns would be shared with the senator. They have had limited response to their inquiries to the other 9 legislators but will continue working on this step and scheduling the meetings.

A. Darby remarked that most of the training was for law enforcement and first responders.

A. Quiles asked about using the ARCA presentation on advocacy to train participants for future NLACRC local grassroots visits. ARCA had used a testimonial, and it did very well.

A. Martinez shared that the examples were moving and felt the videos create a more engaging experience. Some vides have helped spread support to senators and representatives. She encouraged the committee to watch the videos.

S. Jackson asked about the 7 priority talking points. M. Heid responded they were increasing service access and equity, reduction in service coordinator caseloads, professionalism in the direct support professional wages, mental health awareness, self-determination program, and law enforcement.

3. Legucator Report – *Michelle Heid*

M. Heid gave an overview of the Legucator report.

D. Local Grass Roots Marketing and Outreach Plan – *Jennifer Williamson*

1. PeachJar Free Flyer Program

J. Williamson noted that they have developed a flyer to submit to PeachJar when approved. They received communication with the school district social media representative and will be sharing the flyer with them as well once the flyer is finalized.

A. Quiles and A. Martinez made suggestions to change the flyer, including content and format. A. Quiles also suggested that she share the flyer with local school representatives and parents to get their input once the flyer is revised.

Action Item: J. Williamson will revise the flyer and then send it to this committee for feedback.

2. Local Grassroots Marketing and Outreach

a. Status Update and List of Community Partners

J. Williamson noted Dr. Fernandez will be conducting a Virtual Meet-And-Greet on March 30th

and shared a list of agencies that will participate in the grassroots program in the packet.

A Martinez asked if they would be receiving the invite, or if it is only certain people on the list. J. Williamson replied that it is being sent out to different types of agencies in the community. Dr. Fernandez noted that the agenda is in progress and it mainly about meeting and learning about the community.

S. Jackson asked why some agencies are no longer participated. He replied that some religious organizations were unable to be contacted, and only one of the libraries did not want to participate. Dr. Fernandez felt that with only one negative response showcased the positivity of this work. He added that some of the organizations had initially responded no because of COVID, but once it was announced to be virtual, there were more responses and willingness to participate.

A. Quiles noted that as COVID gets better, they can revisit the agencies that did not participate and provide an informational handout. Dr. Hernandez also discussed having a hybrid meeting to accommodate those who are far away or who are not comfortable meeting in person to open up more opportunities for participation.

S. Jackson encouraged committee members to network on these meeting days as it is a great opportunity for the regional center to know more consumers and increase connections.

A. Martinez also suggested to invite board members to be involved with more of the events.

V. Board Meeting Agenda Items

A. Minutes of the March 16th Meeting

II. Announcements / Information Items / Public Input

A. Next meeting: Wednesday, April 20, 2022, at 7:00 p.m.

III. ADJOURNMENT

D.Coe adjourned the meeting at 8:51 PM.

Submitted by:

(*) *Lizeth Chavez*

Executive Administrative Assistant

() The majority of these minutes are taken from the Minutes Service submission and reviewed/edited as presented herein by NLACRC staff.*