

North Los Angeles County Regional Center
Government & Community Relations Committee Meeting Minutes
November 17, 2021

Present: Nicholas Abrahms, Cathy Blin, Sylvia Brooks-Griffin, Christina Cannarella, David Coe, Gabriela Herrera, Sharoll Jackson, Jennifer Koster, Angelina Martinez, Alma Rodriguez, Rocio Sigala, Jennifer Siguenza – Committee Members

Leticia Garcia, Ana Quiles, Alexander Farkas, HIPAA Attorney, and Tal Grinblat, Intellectual Property Attorney, and Michelle Heid, Legucator, Shelly Hash, Interpreter, Nancy Gallardo, Interpreter and Seth Tanner, Scribe – Guests

Ruth Janka, Michele Marra, Kim Rolfes, Alan Darby, Dr. Jesse Weller, Jennifer Williamson, Evan Ingber, Gabriela Eshrati, Cristina Preuss, Jazmin Zinnerman, Dr. Michael Fernandez, Liliana Windover, and Ana Maria Parthenis-Rivas – Staff Members

Absent: Jennifer Siguenza, Jeremy Sunderland, Chair, Deshawn Turner, and Suad Bisogno – Vendor Advisory Representative

I. Call to Order & Introductions

Due to Chair, J. Sunderland’s absence, Christina Cannarella called the meeting to order at 7:54 p.m. No introductions were made.

II. Public Input

A. Martinez shared about her family’s experience with COVID-19 and the importance of vaccination and boosters.

A. Quiles expressed the value of honoring published expectations and following through on resources and timelines promised by the NLACRC

C. Cannarella shared about community college resources she found in her work with L.A. Valley College, focused on ensuring health and well-being of community members.

III. Consent Items

A. Approval of Agenda

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

B. Minutes of October 20th Meeting

M/S/C (A. Martinez/C. Blin) To approve the minutes of the October 20th meeting.

IV. Committee Business

A. Social Media

1. Human Interest Stories

Counsel, A. Farkas and T. Grinblat, discussed recommended language to be included in consent forms. For HIPPA, the information in the consent forms must be explicit and specific, or it may not be disclosed. On the other hand, to avoid breach of contract, added catch-all phrases are useful. They recommended adding addenda to list specific information regarding PHI and potential social media sites.

M/S/C (A. Martinez/N. Abrahms) To send out the consent form revisions electronically after revisions are made, have all members confirm receipt by replying all, and have any proposed changes sent via reply all within the deadline provided in the email.

2. Facebook Live Broadcast

A. Farkas provided a recap of the information he obtained related to obtaining a Business Associate Agreement (BAA) from Facebook.

Discussion included reposting other organizational broadcasts to NLACRC Facebook feed. T. Grinblat said any rebroadcast needs to have releases and consents due to copyright laws.

J. Williamson reviewed the capabilities and limitations of using Facebook Live to stream NLACRC town hall, and asked if they should proceed with using Facebook Live for this purpose. The committee approved utilization of Facebook Live.

Action Item: G. Herrera to send the step by step for pinning messages to M. Marra and J. Williamson.

3. Closed Captioning – Status of BAA
J. Williamson reported that Zoom automated closed captioning has been implemented.

Mr. Farkas and Mr. Grinblat were excused.

4. Instagram Account
 - a. Handles
The English language channel's handle NLACRCofficial has been secured and changed the descriptions for both English and Spanish accounts.
 - b. Verification of Account
We have applied for verification for both accounts.
Instagram does not guarantee that an Instagram handle will be verified.

Discussion included how English-only publications should be communicated on the Spanish Instagram page. Currently, the English flyer is shared with information in Spanish in the post. If NLACRC cannot obtain a translated flyer, NLACRC to create a basic document with information from the flyer in Spanish; this document should not use the graphics or formatting from the initial flyer, but should have a color background to stand out.

5. Social Media Consultant
 - a. Weekly newsletter – The social media consultant will be providing recommendations for sharing weekly newsletters in place of newsletters for individual events, cultural awareness messages, and other messages. We would continue to send individual newsletters when needed.
 - b. Continued assessment of social media, including increasing

followers – It was recommended that we encourage attendees at our town halls to visit our social media pages.

6. Facebook Analytics

J. Williamson presented Twitter and Facebook Analytics, and indicated that Instagram is not as user-friendly to share analytics. We are in the process of determining a way to gather analytical information.

B. Legislative Update

1. Legislative Town Hall

2. M. Heid said the virtual townhall will be conducted on November 30th. Legislative Academy

J. Williamson stated that a stand-alone training presentation was being created by M. Heid to share with the community.

3. Legislative Bills

Legislators were in recess, so there was nothing to report.

4. Local Legislative Grass Roots Visits

Grassroots visits are being planned for January and February to include legislators who could not attend the townhall.

5. Legucator Report

M. Heid provided an overview of the report that was included in the packet.

C. NLACRC Consumer and Family Guide Update

M. Marra provided an overview of the status of the Consumer and Family Guide, as well as the completion date of February 14, 2022.

D. Local Grass Roots Marketing and Outreach Plan

J. Williamson provided an update and stated that this plan was to be launched in early December.

Action: J. Williamson to research the capabilities of PeachJar.

E. Commonly Coordinated Brochure Insert Mockup

J. Williamson's team incorporated the committee's revisions including a link to the service standard, a webpage with assessment tools with a link to this website, and clarification about SDP services.

F. **Board Audit:**

Are the methods identified in the center's training and information plan in line with the center's mission, vision, and values statement?

E. Ingber reported that the methods are in-line with the Center's mission, vision, and values, through various means, such as orientation courses, service standards, and ongoing training, social media platforms, town halls, grassroots efforts, and email blasts.

V. **Board Meeting Agenda Items**

- A. Minutes of the November 17th Meeting
- B. Human Interest Consents

VI. **Announcements / Information / Public Input**

- A. Next Meeting: Wednesday, January 19, 2022, at 7:00 p.m.

VII. **Adjournment** C. Cannarella adjourned the meeting at 10:22 pm.

Submitted by:

Ana Maria Parthenis-Rivas

Executive Admin. Assistant

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

