

North Los Angeles County Regional Center  
**Government & Community Relations Committee Meeting Minutes**  
January 16, 2019

**Present:** Marianne Davis, Anna Hamilton, Sharoll Jackson, and Caroline Mitchell – Committee Members  
Orli Almog – Vendor Advisory Committee Representative  
Arnulfo Jackson – Guest  
Michelle Heid – Legislative Educator  
Tina Amit, Evan Ingber, Sara Iwahashi, Ruth Janka, Jennifer Kaiser, and Michele Marra – Staff Members

**Absent:** Melissa Ferman, Angelina Martinez, and Jeremy Sunderland

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**I. Call to Order & Introductions**

Anna Hamilton called the meeting to order, in Jeremy Sunderland’s absence, at 7:04 p.m. Introductions were made.

**II. Public Input** – There was no public input.

**III. Consent Items**

A. Approval of Agenda

Item IV.I. was replaced with “VICA Update.” The agenda was approved as amended.

B. Approval of Minutes from the October 17<sup>th</sup> Meeting  
Approval of Minutes from the November 20<sup>th</sup> Meeting

The minutes were approved as presented.

**IV. Committee Business**

A. Social Media Survey & Analytics (Tina Amit)

1. Social Media Survey: Sara Iwahashi introduced Tina Amit, the center’s new public information specialist, to the committee and reported that Tina has been doing an amazing job of updating the center’s Facebook page with good information to share. Tina shared copies of a 4-page social media survey that she would like to send out via e-mail and Facebook. The 4 questions are:

- Which of the following social media accounts do you have?
- Which of the following social media accounts do you like (or use) the most?
- What do you like the most about your favorite social media platforms?
- What do you dislike the most about your favorite social media platforms?

Tina asked for input on the survey by January 23<sup>rd</sup>. It was suggested that the color green not be used on the survey as it is a color often used by immigration. It was also suggested that WeChat be added as a selection.

2. Social Media Analytics: Tina provided the committee with a monthly Facebook analysis that she conducted last month, which included audience engagement, the best day to post, the best time to post, and demographics of page fans by gender. The following additions to the center's Facebook page were made:

- Add information that introduces Tina.
- Solicit consumer/family stories once a week for posting.
- Change the photo for the News You Can Use newsletter.

B. Rate Reform Town Hall

Michele Marra reported that each year in April, the center usually holds a legislative event (e.g. breakfast, rally, town hall). Michele went with a team that met with Assembly Member Adrin Nazarian last week and who offered to help us put together a town hall meeting. We plan to hold the event at New Horizons where we have held many past events. It will be very important to have members of the budget committee there and for us to have a huge turnout. We would like to hold the town hall meeting earlier in the year than April.

C. Approved Revised Social Media Policy

The Board of Trustees approved the revisions to the board's Social Media Policy. Copies of the finalized policy were provided.

D. Approved Social Media Plan

The Board of Trustees approved the board's Social Media Plan. Copies of the finalized plan were provided.

E. Legislative Educators' Report

Several service providers, including the Arc of California, United Cerebral Palsy (UCP), Easter Seals, and others, sent a letter to Governor Newsom last week outlining the need for an 8% across-the-board rate increase as a down payment toward the implementation of the Burns & Associates' rate study. This group also developed a press release advocating for the rate increase. Copies of the letter and the press release were provided to the committee for their information.

1. Monthly Activity Report: Copies of the written report were provided to the committee and reviewed. The report covered the legislative calendar, local grass roots visits, collaboration with the Vendor Advisory Committee and the provider community, service disparity activities, the legislative academy, upcoming events, and NLACRC website legislative information.
2. Grass Roots Visits for 2018: Local visits have been made to Senator Scott Wilk and Assembly Member Luz Rivas. Senator Wilk continues to express strong support for our community. Assembly Member Rivas was very eager to learn about our system and is willing to partner with NLACRC to address disparity issues in her district. She was invited to send a representative to the center's upcoming Festival Educacional which will be held Saturday, September 26<sup>th</sup>. Meetings have also been scheduled with Senator Bob Hertzberg, Assembly Member Tom Lackey, and Assembly Member Adrin Nazarian. Communication has gone out to all grass roots team members, which includes board members, service providers, consumers, and NLACRC staff, so they are ready to share information related to the talking points.
3. Application for Legislative Academy: Two legislative academies have been scheduled; the first on Saturday, February 23<sup>rd</sup> (in English) and the second one on Saturday, March 9<sup>th</sup> (in Spanish). The academies will be held from 8:00 a.m. to 3:00 p.m. and include lunch. A flier, invitation letters, and applications for the academies have been developed. The legislative educators are also doing outreach to identify potential participants who would benefit from the training. The goal of the training is to prepare family members and others to participate in NLACRC's grass roots visits, both locally and in Sacramento, and engage in other advocacy activities to support the developmental disability community. Copies of the fliers for

the legislative academy (in English and Spanish) were provided along with the application form.

4. Association of Regional Center Agencies' (ARCA's Grass Roots Day: This is a day when the 21 regional centers each send a team of representatives to Sacramento to participate in meetings with legislators at the State Capitol. This year it will be held on April 2<sup>nd</sup> and 3<sup>rd</sup>. NLACRC's team members will be Jesse Weller (staff), Jenni Moran, Orli Almog, and Rebecca Lienhard (service providers) and Pat Grayson-DeJong (parent and board member).
5. The Annual Arc/UCP Public Policy Conference: Will be held March 18<sup>th</sup> –20<sup>th</sup>. NLACRC's participants will be Michelle Heid and Melissa Ferman, Anna Hamilton, and Elena Burnett (board members).

F. Legislative Approach to Impact of Minimum Wage Increases

Effective January 1, 2019, the state minimum wage increased to \$12.00/hour. Service providers seeking a rate increase due change in the state minimum wage must submit payroll records during calendar year 2018 that demonstrate workers who were paid less than \$12.00 per hour to be eligible for a rate increase effective January 1, 2019. However, due to local minimum wage requirements, service providers who employ 26 or more employees have been paying \$12.00 per hour since July 1, 2017. These same service providers will not have any calendar year 2018 payroll records that demonstrate workers were paid below the state minimum wage due to the local minimum wage requirements. This will result in many service providers not being eligible for a rate increase on January 1, 2019 since they will not have any workers paid below minimum wage during calendar year 2018 due to local minimum wage mandates. Unfortunately this could be confusing for our legislators to understand. As such, Kim Rolfes, the center's chief financial officer, prepared some simple charts that can be shown to legislators that demonstrate how this is affecting our providers. Copies of the charts were provided to the committee.

G. Publications Update

1. Draft of the Center's New General Brochure: This will be the last brochure that we work on. We need to reduce the reading level and plan to have it finished by June.
2. Commonly Coordinated Services Guide by Age Group: We sent the 3 brochures to a new designer because the previous designer required a lot

of time to respond. Case management is reviewing the latest versions for their feedback. We plan to finish these brochures by early March.

3. Family Services Guide: We are working on reducing the reading level and it's a slow process and it's a lengthy document. We hope to finalize the test and send it to the designer by April.

#### H. Legislative Bill File

Copies of the bill file were provided; the file initially only lists 8 different bills for the committee's consideration.

**Action:** Committee members should contact Sara with any bills they find interesting so they can be added to the bill file.

#### I. Valley Industry and Commerce Association (VICA) Update

Information on 2 upcoming VICA events were provided to the committee:

1. Friday, February 22<sup>nd</sup> (5:30-8:30 p.m.): The annual VICA State Officeholders Dinner at Universal Studios Hollywood sound stage 29. Confirmed speakers include: Senators Ben Allen, Steven Bradford, and Bob Hertzberg plus Assembly Members Laura Friedman, and Sydney Kamlager-Dove.
2. Friday, March 22<sup>nd</sup> (11:40 a.m.–1:00 p.m.): A Leaders Forum: Connecting VICA's membership with world-class leaders at Sportsmen's Lodge in Studio City. Key speaker will be L.A. County Supervisor and former legislator Sheila Kuehl.

### V. **Board Meeting Agenda Items**

The following items were identified for the committee's section of the February 13<sup>th</sup> board meeting agenda:

- A. Minutes of the January 16<sup>th</sup> Meeting
- B. Legislative Educators' Report
- C. Legislative Bill File

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

A. Complete Meeting Evaluations

Anna asked the committee members to please complete their meeting evaluation forms after the meeting and submit them to her with any comments.

B. Next Meeting: Wednesday, February 20<sup>th</sup>

**VII. Adjournment**

Anna Hamilton adjourned the meeting at 8:16 p.m.

Submitted by:

*Jennifer Kaiser*

Jennifer Kaiser  
Executive Assistant

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