

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

August 4, 2022

Present: Andrew Ramirez, Nicholas Abrahms, Rocio Sigala, Sharmila Brunjes, Brian Gatus, Cathy Blin, Gabriela Herrera, Jordan Feinstock, Kimberly Bermudez – Committee Members

Ruth Janka, Malorie Lanthier, Liliana Windover, Dr. Jesse Weller, Evelyn McOmie, Vini Montague, Dr. Michael Fernandez, Evan Ingber, Robert Dhondrup, Liz Chavez, Jennifer Williamson – Staff Members

Michelle Heid – Legucator, Ana Quiles, Jennifer Koster, Leticia Garcia, Saul, Nancy Gallardo- Interpreter, Dolly Sharma- Minutes Services - Guests

Absent: George Alvarado, Sylvia Brooks-Griffin

I. Call to Order & Introductions

Dr. Jesse Weller called the meeting to order at 6:03 pm.

Members of the Committee and NLACRC Staff introduced themselves, Guests introduced themselves in the chat.

II. Public Input

No public input

III. Consent Items

A. Approval of Agenda

M/S/C (R. Sigala/C. Blin) To approve the agenda as presented

B. Approval of Minutes from the May 18th Meeting

M/S/C (N. Abrahms/C. Blin) To approve the May 18th Minutes as presented. The motion carries with the abstentions of Andrew Ramirez, Brian Gatus, Jordan Feinstock and Sharmila Brunjes.

IV. Committee Business

A. Volunteer to Serve as Committee Chair

Dr. Weller asked for any volunteers to serve as Chairperson for the Committee. The duties include conducting Committee Meetings, being the point-of-contact for the Committee for agenda items determined by NLACRC Staff and reporting applicable items on behalf of the Committee at Board Meetings. It is the duty of the Committee to vote on a Chairperson for this FY.

M/S/C (J. Feinstock / A. Ramirez) To postpone the open discussion for volunteers and vote for Chairperson until the end of the meeting for a better understanding of the process and what the position entails. The motion passed and Ruth Janka will conduct the meeting in the interim.

B. Annual Committee Orientation – Ruth Janka

1. Policies and Procedures (*Page 10*)

The GCRC is responsible for reviewing public facing related materials, such as videos, DVDs, brochures, speaking engagements, outreach for Board Members reflective of community demographics of culture and ethnic origin, and media. The GCRC shall inform and educate the diversified communities served by NLACRC as to the purposes, policies, and operational procedures for the organization. The Committee will also serve as a clearinghouse for all public awareness forums and materials developed by the NLACRC Board for distribution to the community. The GCRC is responsible for the review of all legislation affecting in LA's business including consumer services and or individuals with developmental disabilities in general and in some instances develops a position paper for the board approval and action.

2. Legislative Platform Guiding Principles (*Page 12*)

The Committee will apply the following guiding principles to decide its position on new legislation.

- Ensure equal protection, preserve service entitlement, and promote access to service systems with appropriate and sufficient resources.
- Ensure inclusion into the community, including access to housing, education, employment, transportation, and all public services.
- Promote a system in which family supports are individualized, family focused, family driven and in which families' decision making for their children is respected and fostered.
- Promote locally determined, orderly development of needed supports and services that reflects an equitable distribution of resources among services and supports for persons with developmental disabilities.
- Promote quality community-based services and supports for persons with
- developmental disabilities and their family members.
- Promote and enable persons with developmental disabilities and their families to exercise self-determination, empowerment, and choices.
- Promote and protect the rights of persons with developmental disabilities and their families.

3. Board Recognition Policy and Application (*Page 13*)

The purpose of the policy is to guide the Board in its efforts to recognize individuals who have made a distinguishable contribution to the lives of people with developmental disabilities. The GRCR Committee will determine individuals that the Board may consider to be recognized. Ruth reviewed these items as presented in the packet.

4. Board Audit Section (*Page 16*)

This document identifies 4 areas to help the Committee run effectively. These areas include knowledge, skills, dangers, and a list of questions for the Committee to determine if the standards are being met to be effective as a group. Ruth reviewed these areas as presented in the packet.

5. Critical Calendar FY 2022-23 (*Page 17*)
The Critical Calendar identifies the items that are to be reviewed by the Committee and when. It also identifies the Board Audit questions that will be answered that month.
6. Public Input and Participation during Committee Business (*not included in packet*)
During Public Input, Committee Members should not engage in dialogue or answer questions. Once Committee Business has begun, only Committee Members, and Board Members Of note, only Committee Members are able to vote.

C. Social Media

1. Social Media Analytics May 2022- Robert Dhondrup (*Page 19*)
 - Facebook Audience Engagement
 - Engagement level of reactions, comments, and shares. There were 1299 total Engagements in May for the English page and 360 total Engagements for the Spanish page.
 - Instagram Audience Engagement
 - 165 Likes, 37 Comments, 185 Posts Sent for the English page
 - 46 Likes, 22 Comments, 173 Posts Sent for the Spanish page
 - Twitter Audience Engagement
 - 186 Tweets, 8,814 Total Impressions, 5,678 Profile Visits, 10 Mentions and 13 New Followers
2. Social Media Analytics June 2022 - Robert Dhondrup (*Page 40*)
 - Facebook Audience Engagement
 - 957 total Engagements for the English page and 335 total Engagements for the Spanish page.
 - Instagram Audience Engagement
 - 298 Likes, 7 Comments, 173 Posts Sent for the English page
 - 160 Likes, 3 Comments, 164 Posts Sent for the Spanish page
 - Twitter Audience Engagement
 - 188 Tweets, 8,194 Total Impressions, 7,833 Profile Visits, 4 Mentions and 10 New Followers
3. Social Media Updates
Robert and the team are working together to build Facebook and Instagram audiences by including reminders to tag friends and families. Currently around 5,000 likes on Facebook with a goal of doubling that number by the year. Instagram growth was limited due to the lack of tree link utilization, but that issue has been resolved. Hashtags will be more prominent and used more effectively.

Rocio Sigala noted the difference in the numbers of engagements from the English and Spanish accounts. She recommended the original flyer be available as presented in English but translated. Currently, the Spanish flyers are very similar to each other.

New Inclusion, Equity and Diversity page is now available on the NLACRC Website. The Application page has also been streamlined for better utilization. Robert asked for any feedback from the Committee.

NLACRC is currently testing *Accesibly*, a new widget for accessibility for the Center's website. This tool can be accessed by a blue icon on the NLACRCCRC website that will

allow options for individuals to make the site more readable, enlarge content, adjust colors and text-to-voice. Robert asked the Committee for feedback and if positive after a few weeks, will become a permanent part of the website. The Committee recommended that Accessibe be a feature on a future social media post to inform individuals of its function. Feedback and comments can be sent to publicinfo@NLACRCrc.org.

D. Legislative Update

1. Finalize Discussion of Board's Legislative Priorities for FY 2022-23 - Jennifer Williamson (*Page 58*)

A duty of this Committee is to propose the Board's Legislative Priorities for the FY, the priorities are used to guide NLACRC's legislative actions. The Legislative Priorities from last year are presented in the packet and the Committee can choose to keep the same priorities for this FY or has the option to change them completely. It is recommended to keep the number of priorities from 4-6 in order for NLACRC to make meaningful efforts towards the priorities. Jennifer reviewed the priorities from FY21-22 as presented in the packet.

Ana Quiles recommended that all activities within the Committee be connected to the priorities and to update wording of the priorities to make it simpler and clearer. There was discussion surrounding potential changes in regard to creating a separate priority for mental health awareness, clarifying relationships with disability community organizations, etc.

- Change the word "continue" to "increase" on Priority 1
- Add a priority regarding engaging with the community-at-large to support legislation that provides mental health services for individuals and their families and incentivizing employees to hire individuals with developmental disabilities.
- Changing verbiage on Priority 5 to reflect getting community partners to engage in legislative advocacy.
- Removing the word "funding" from Priority 6

Jennifer will create a draft based on notes from this discussion and sent to the Committee via Board Support for review. The Committee will review the draft for approval at the next Committee Meeting.

2. Legislative Bills- Jennifer Williamson (*Page 59*)

NLACRC tracks legislative bills that have an impact on the community, and they are shared with the Committee each month. Any bills that the Committee decides to act on will go through the Subject Matter Expert Review Process. An expert on that subject will provide additional information to the Committee and will make a recommendation on what actions the Committee can take. The Committee votes on an action in regard to that particular bill to send to the Board of Trustees for approval. The Bill Tracker shows updates on Letters of Support, status as well as inactive bills and is updated on a monthly basis.

Jennifer Williamson and Robert Dhondrup will participate in ARCA's next Legislative Committee Meeting on August 8th. The Bill Tracker will be updated after that date and any new bills introduced at that meeting will be brought to the Committee at the next Committee Meeting.

3. Legucator Report – Michelle Heid (*Page 96*)

Michelle Heid introduced herself as the Legislative and Community Educator, also known as the Legucator, and has served in this role for the last 5 years. She is also an NLACRC Vendor who provides Behavioral Services and the parent of an autistic child.

The report includes a Legislative Calendar that lists important deadlines for the legislature. As far as the 2022 Elections, California's top 2 candidates from the Open Primaries will move on to the General Election. A full list of candidates is provided in the report. DDS Directives are also included in the report, DDS has continued to issue directives related to the ongoing COVID-19 pandemic. Michelle gave a brief overview of the report as presented in the packet.

4. Proposed Legislative Activity- Candidate Forum – Jennifer Williamson and Michelle Heid

NLACRC has hosted Candidate Forums during election years in the past. AS this is an election year, NLACRC will strategically choose a few candidates to schedule for a Candidate Forum. The proposed Forum will be 1.5-hour virtual forum via Zoom that will have translation services available in Spanish and ASL with closed captioning.

The Forum is a way for the community to get to know the candidate as well as a way for the candidate to hear feedback from the community.

The Committee is being asked to determine a date for the Forum, determine what race will be highlighted, form a subcommittee to work with the Legucators in organizing the Forum, determine how the Q&A will be conducted and to select a Committee Member to moderated the event alongside the Legucator.

- Proposed dates are October 18th, 20th, 25th or 27th.
- Proposed time: 6:00pm-7:30pm

After discussion, Rocio identified races from the Committee to be considered for the Forum as being Congressional District 2 and Assembly District 39. There was a recommendation in the chat for holding an Informational Meeting for consumers on voting. Michelle stated that meetings on voting are on the list for Legucator Community Trainings. It was also recommended to extend the Forum to be a 2-hour meeting.

M/S/C (B. Gatus/ A. Ramirez) To propose a 2-hour Forum in October related to 2 races, Congressional District 27 and Assembly District 39. The motion passed with 1 nay from Jordan Feinstock.

E. Local Grassroots Marketing and Outreach

1. Distribution of Peachjar Free Flyer Program – Jennifer Williamson (*Page 111*)

Peachjar is a company that sends flyers for events and organizations to many schools in the NLACRC catchment area. NLACRC participates in Peachjar's Free Flyer Program, in which informational flyers are distributed to 1 school district every 30 days. A flyer was created to highlight NLACRC and was distributed to the Antelope Valley UHSD. The flyer was distributed to 23,800 emails, of which, 190 people viewed the entire flyer. There are 17 other schools included in School District Distribution. The dates for distribution were June 3, 2022 to July 2, 2022.

Jennifer will put together a proposed distribution calendar of when the flyer will be distributed to each school district with a focus on elementary schools to present at the next Committee Meeting.

2. Prioritization of School Districts/SELPAs – Dr. Michael Fernandez (*Page 112*)

Dr. Fernandez shared that Grassroots Community outreach is about community engagement and building relationships to achieve long-term and sustainable outcomes. There are 4 elements to success:

- Professional Outreach – involves collaborating with organizations and agencies
- Community Outreach – includes the development and presentation of workshops and lectures at the professional level, schools, teachers, etc.
- Family and Student Outreach – includes presentations during school events, PTA meetings, Resource Fairs, Back-to-School Fairs, College Fairs, etc.
- Distribution of Literature – includes various communication and the delivery of NLACRC Literature

In Fall 2021, in-person grassroots efforts resumed and targeted 10 sites listed on the report as presented in the packet. In January and February 2022, efforts focused on strengthening relationships with the identified Pilot Sites. The sites were invited to Meet-and-Greet to discuss NLACRC and the services provided.

The Committee recommended that a survey be sent out after any grassroots outreach event to get feedback from the community to help connect and identify needs, where appropriate and follow up with the noted concerns/questions.

Dr. Fernandez will create a template surrounding school outreach efforts with qualitative components to highlight what is being done in this area.

F. Revisit of Item A: Volunteer to Serve as Committee Chairperson

Jordan Feinstock volunteered to serve as the Committee Chair.

M/S/C (A. Ramirez/S. Brunjes) To approve Jordan Feinstock as the Committee Chairperson.

V. Meeting Action Items

- A. Legislative Priorities Revised Draft to be sent to Board Support for Committee Review (Item D.1) – Jennifer Williamson
- B. Proposal Draft for the Legislative Candidate Forum (Item D.4) – Michelle Heid
- C. Create a proposed calendar for Peachjar Flyer Distribution to schools, focused on Elementary schools and Early Childhood Education Centers and the LAUSD (Item E. 1) – Jennifer Williamson
- D. Revise the format of the report template for Schools (Item E.2)– Dr. Jesse Weller/ Dr. Michael Fernandez

VI. Board Meeting Agenda Items

- A. Minutes of the August 4th Meeting

VII. Announcements / Information Items / Public Input

A. Next Meeting: August 17th, 2022 at 7:00 pm.

No public input

VIII. Adjournment

Ruth Janka adjourned the meeting at 8:48 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 NLACRCCRC staff.*

