

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

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

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

Victoria Berrey, Erica Beall, Kimberly Bermudez, Leticia Garcia, Ana Quiles, Michelle Heid, Legucator, Shelly Hash, Interpreter, Nancy Gallardo, Interpreter and Richard Brown, Scribe – Guests

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

**Absent:** Sylvia Brooks-Griffin

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**I. Call to Order & Introductions**

At 7:40 p.m., Jeremy Sunderland 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** (Unanimously made and carried) To approve the agenda.

## B. Approval of Minutes of November 17 Meeting

Review and approval of the January 19, 2022, meeting minutes was deferred to the next Committee meeting.

## IV. **Committee Business**

### A. Social Media

#### 1. Human Interest Stories

Jennifer W. shared that the required consents were approved by the Board and are being translated and finalized. A communication to the community about submitting human interest stories will be sent by March 4, 2022.

#### 2. Cultural and Diversity and Inclusivity Celebrations

Jennifer W. indicated that NLACRC would like to expand its approved list of cultural and diversity & inclusivity celebrations for NLACRC to promote on its social media and newsletters. Additional celebrations were suggested by NLACRC staff and the Disparity Committee.

The Committee recommended adding Día De La Madre and New Year's Day. The Committee also determined that the religious events listed should be noted on NLACRC's website calendar of events, but not otherwise promoted by NLACRC.

**Action:** Jennifer W. will revise the list of celebrations for the next Committee meeting. The revised list will separate the religious events that will be noted on NLACRC's website calendar of events only, and the cultural and diversity & inclusivity events that will be promoted by NLACRC.

#### 3. Twitter Spaces

Jennifer W. reported that Twitter Spaces is intended to host live events or add audio to Twitter. Since NLACRC conducts its town halls and other public events in Zoom, it might be appropriate to use Twitter

Spaces to provide brief audio about NLACRC’s recorded events and how to access the recorded events.

**Action:** NLACRC will assess resources and will provide an update at the next Committee meeting.

4. Facebook Analytics

Jennifer W. shared analytics for NLACRC’s Facebook, Instagram, and Twitter pages.

Leticia G. asked about how NLACRC can increase readership of its social media.

Ana Q. recommended that NLACRC update its News You Can Use header to be more inclusive and representative.

**Actions:**

NLACRC will meet with their media consultant for recommendations to increase readership.

NLACRC will develop an updated News You Can Use header.

B. Legislative Update

1. Legislative Bills

Jennifer W. shared that the last day for 2021 bills to pass their house was on January 30, 2022. This means that some bills are now inactive, which is shown on the legislative bill report. Jennifer W. also shared that the deadline to introduce new bills is February 18, 2022, so a list of new bills will be shared with the Committee at the next Committee meeting.

2. Local Legislative Grass Roots Visits

Michelle H. shared that grass roots visits with legislators are being scheduled, and that training was offered to participants.

3. Legucator Report

Michelle H. presented the Community and Legislative Educator report for February 2022.

C. NLACRC Consumer and Family Guide Update

The Committee was advised that the NLACRC Consumer and Family Guide had been released. A communication was sent to the community with information on how they can view an electronic copy or request a hard copy.

D. Local Grass Roots Marketing and Outreach Plan

1. PeachJar

Jennifer W. shared that NLACRC further assessed the Peachjar free flyer program based on the information provided at the last Committee meeting and met with a representative for the free flyer program to gather more information. This program allows for 1 free flyer distribution every 30 days. Peachjar does not offer any other free program. In order to be approved for the free distribution, the resource being promoted must meet certain criteria, including, but not limited to:

- Directly benefit children;
- Be no cost; and
- Not require participants to qualify.

Peachjar does not guarantee that flyers will be approved for this free flyer program. Flyers that are approved can be distributed to 1) 25 schools within multiple school districts; or B) All schools within a single school district, regardless of the number of schools within that district.

**Action:** NLACRC will create a flyer that will be shared in English and Spanish. The flyer will provide information about NLACRC and include links to NLACRC's calendar of events and other NLACRC publications.

2. Update on Local Grass Roots Marketing and Outreach Plan

J. Williamson and Dr. Fernandez shared a proposed alternate grassroots and marketing outreach plan due to the vacancy of both Parent Mentor (reclassified to Parent and Family Support Specialist) positions. In this plan:

- Dr. Fernandez will conduct virtual roundtables with the outreach agencies every 2 months.
- For those that cannot attend the virtual roundtables, Dr. Fernandez or other staff will work with them to either meet virtually or in person.
- We will also continue to send materials to these agencies and will ask the agencies to let us know when they would like us to restock the materials.

**Action:** At the next committee meeting, NLACRC will share a list of all agencies participating in this local grassroots marketing and outreach.

E. Information about Purchase of Service Data public meeting

Michele M. shared that in response to feedback received from the community regarding last year's Purchase of Service public meeting, this year's Purchase of Services public meeting would be conducted in a virtual meeting platform that allows participants to interact, rather than a webinar format.

**V. Board Meeting Agenda Items**

- A. Minutes of the January 19<sup>th</sup> Meeting
- B. Minutes of the February 16<sup>th</sup> Meeting

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

- A. Next Meeting: Wednesday, March 16, 2022, at 7:00 p.m.

**VII. ADJOURNMENT**

Jeremy Sunderland adjourned the meeting at 9:10 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.*