

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

Virtual meeting via Zoom
Wednesday, January 19, 2022
7:00 p.m. PST

Present: Jeremy Sunderland, Chair, Nicholas Abrahms, Cathy Blin, Sylvia Brooks-Griffin, David Coe, Sharoll Jackson, Jennifer Koster, Angelina Martinez, Alma Rodriguez, and Rocio Sigala- Committee Members

Victoria Berrey, Christina Cannarella, Ana Quiles, Michelle Heid, Legucator, Attorney Tal Grinblat, Attorney Alexander Farkas, Shelly Hash, Interpreter, Nancy Gallardo, Interpreter and Seth Tanner, Scribe – Guests

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

Absent: Gabriela Herrera, Jennifer Siguenza, Suad Bisogno and Deshawn Turner– Vendor Advisory Representative

I. Call to Order & Introductions

At 8:19 p.m., Jeremy Sunderland called the meeting to order. Members and guests briefly introduced themselves.

II. Public Input

No public input was provided.

III. Consent Items

A. Approval of Agenda

M/S/C (A. Martinez/D. Coe) To approve the agenda.

B. Approval of Minutes of November 17 Meeting

M/S/C (A. Martinez/D. Coe) To approve the minutes as amended.

A. Quiles requested that the deadline for the completion of the consumer guide be reflected in the minutes on page 6 section IV.C.

IV. Committee Business

A. Social Media

1. Human Interest Stories

a. NLACRC Social Media Parameters

J. Williamson explained NLACRC's HIPAA attorney's suggestion to revise the human interest story posting criteria to allow Protected Health Information (PHI) with the individual's consent. NLACRC's attorney Alex Farkas confirmed this information.

It was suggested that NLACRC look into technological methods to receive large picture or video files for the human interest stories.

M/S/C (A. Martinez/ C. Blin) To refer the language to the Board for approval.

b. Photo Video Release – Consent Name Voice Image

J. Williamson shared information about language that NLACRC's attorneys recommend being included in the human interest story consents and revisions based on the committee's prior requests. The Consent for Name, Voice, and Image Release includes as an attachment to the consent a list of potential social media sites that could be used in the future as well as all currently utilized social media. This list was provided by NLACRC's media consultant.

M/S/C (C. Blin / A. Martinez) To refer the language in the human interest story consents to the Board for approval.

J. Williamson reviewed the anticipated timeline for implementation of these forms. If the consents are approved by the Board in February 2022, the intention is for a communication launching the human interest story project to the community by March 7, 2022.

Mr. Farkas was excused.

2. Sharing information from English-only flyers on social media

J. Williamson shared information from NLACRC's copyright attorney T. Grinblat. Mr. Grinblat confirmed that NLACRC can share basic Spanish translations of flyers from external agencies received in English only, unless the external agency requests that the flyer not be translated. A template was created for the Spanish translation with a purple background and general information; graphics of the original flyer will be omitted.

Mr. Grinblat was excused.

3. Social Media Consultant

a. Weekly News You Can Use

The first newsletter for social media was emailed this past week in English and Spanish.

4. Facebook Analytics/Instagram Analytics

J. Williamson noted that this section would include analytics on all social media streams managed by NLACRC including Twitter in English and Spanish.

D. Coe suggested Twitter Spaces as a platform to share NLACRC's town halls.

B. Legislative Update

1. Legislative Town Hall

On November 30th, the Town Hall was conducted virtually with attendees Assembly-member Valladeras, Senator Stern, Assembly-member Lackey, and a representative from Assemblymember

Nazarian's office. 18 individuals from the public attended, and feedback was positive.

2. Legislative Academy

M. Heid recorded the Legislative Academy in English and Spanish and created supplemental PowerPoints. The information has been linked on the website, sent in an email blast, and uploaded to YouTube.

3. Legislative Bills

The bill introduction deadline was February 18th. A good number were introduced related to education.

4. Local Legislative Grass Roots Visits

M. Heid is working to schedule virtual grass roots visits

5. Legucator Report

M. Heid reviewed the report.

6. ARC Developmental Disabilities Public Policy Conference
Scheduled on April 26th to 28th from 9:30 a.m. to 12:30 p.m., the Conference was themed "Beyond Our Future" and focused on future plans for the community. Costs and other information were to be forwarded; requests for registration were invited.

Action Item: J. Williamson to send a communication inviting committee member participation.

C. NLACRC Consumer and Family Guide Update

M. Marra said that printing of the Guide was in progress in Spanish and English and we are in target with the timeline.

D. Local Grass Roots Marketing and Outreach Plan

1. PeachJar

PeachJar is a digital file management system that sends flyers to participating schools. Fees are based on distributions per document per school; flyers can be up to four pages in length.

A. Quiles asked about free postings for qualified publications or organizations. The representative with whom Jennifer Williamson spoke said that there is a fee even for community organizations distributions. J. Williamson will review information from A. Quiles about free distributions and will follow up with Peachjar about this.

Action Item: A. Quiles will send the email to J. Williamson/M. Marra with the contact/steps to get PeachJar for free.

Action Item: J. Williamson to bring further information about PeachJar's prices to the February meeting.

2. Update on Local Grass Roots Marketing Pilot

J. Williamson shared implementation of this plan, which includes ten agencies in the pilot. Dr. Fernandez and the Parent Mentors had met with each agency in person. A second round would occur in February and feedback would be taken to assess expanding the implementation to additional agencies.

Dr. Fernandez shared positive relationship building experiences via the face-to-face contacts.

Both Board members and service coordinators were invited to accompany Dr. Michael Fernandez on future visits to increase visibility.

V. Board Meeting Agenda Items

- a. Minutes of the November 17th Meeting
- b. Minutes of the January 19th Meeting
- c. Photo / Video Release
- d. Name/ Voice / Image Consent
- e. PHI Release Consent

VI. Announcements / Information Items / Public Input

- a. Next Meeting: Wednesday, February 16, 2022, 7:00 p.m.

VII. ADJOURNMENT

Jeremy Sunderland adjourned the meeting at 9:44 PM.

Respectfully Submitted by: Seth Tanner, Minutes Services

Reviewed by:

Ana Maria Parthenis-Rivas

Executive Admin. Assistant