

**Whittier Alliance Board Meeting Minutes
December 13, 2018 6-8:30 PM
Learning In Style**

Present: David Bagley, Scott Melamed, Stephanie Brown, Crystal Audi, Jen Kader, Aldona Martinka, Michael Perez, Cyndi Hovey, Christina Le, Christine Popowski, Angela Ritchie, Martha Nemesi

Absent: Erin Sjoquist, Jeff Cowmeadow

Late:

Staff: Kaley Brown, Emanuel Tekle, Marcus VanderSanden

Guests:

Call to Order at 6:06pm by David Bagley, Chair. Introductions.

Introductions

Welcome Emanuel!

Standard of conduct and conflict of interest policies were reviewed.

Motion to approve agenda. Seconded. **Motion Carries.**

Secretary's Report

Erin Sjoquist

Attendance: 12-0, 5-1, 1-2, 0-3, 0-4, 0-5, Reinstated-0, Resigned-0, Terminated-1, Vacancies-4

Amendments:

- None

Motion to approve minutes. Motion **seconded**. Motion **Approved**.

Next Board Meeting:

January th, 2018

Executive Committee

Kaley Brown

Community Agreements are reviewed and recognized

Finance - Christina Le:

Eat Street expenses extended into October and late Facade Improvements Grants reimbursement will be reflected in November financials. Other than these exceptions financials were in normal order.

All three Quarter 3 reimbursements from the city were received this week.

Motion to **Accept** October Financials. **Seconded**. **Accepted**.

Motion to **Approve** by **Acclimation**. **Seconded**. **Approved Unanimously**.

Acting Committee & Task Force Reports & Motions

Community Issues

Speakers

Zest Ed

Kathy Waite introduced Jessica Kawas, Jennifer Neale has moved on from position with 5th precinct.

Karen Clark spoke and Hodan Hassan in

Vet Outreach from St. Stephens

Brendan Kelly- a representative from the local radio station talked about a proposal for a communications partnership with Whittier Alliance

Broadcast shows in 6 languages, 10 hours of native led programming.

Has partnership with Ventura Village for PSA's

Doesn't fall under the Nielsen metrics, did a survey and fundraising campaign and results were heavy listenership within Whittier

The primary draw is possibility for Whittier to disseminate information in other languages

Proposal is just for English to Spanish translation

5 times per day

Tasks

Angela can talk to marketing director about what the Wedge pays for certain reach

Cyndi will reach out to Brendan to verify reach and estimated listenership

Christina will look into some of their previous radio marketing budget

Questions/Concerns

What is current estimate of listeners/listeners in Whittier?

What percentage of their budget would such an ask be?

Have we tried to do this with multiple radio stations?

Is there more utility to just have a budget to do a few targeted advertising push with multiple stations with potentially more listeners than have one larger budget with one station?

Need to know other price points for similar work. Due diligence because although it's a good mission this is essentially our marketing budget.

Business Association

Marcus VanderSanden

Discussed upcoming meetings and events

Jeff Cowmeadow liquor license approval for new pub

Discussion of possible upcoming Whittier Job Fair in partnership with Wedge Table

Housing Issues Committee

Stephanie Brown

Did not have formal meeting of the Housing Issues Committee in November but rather encouraged community members to attend Ward 10 Renters Assembly hosted by Council President Lisa Benders office

Renters Assembly Impressions- Stephanie B.

Didn't feel like she left with a whole lot of information. Felt like it was bit restrictive and didn't create the best setting for input or feedback. Representatives from Lisa Benders office talked briefly about increased city housing budget.

Divided into groups based on different policies that the city council is weighing for housing issues, including a renters first policy that is still taking shape.

Council budget would increase regulatory service staff, support staff and a legal hotline for renters.

Staff Reports:

Kaley Brown

Community Outreach Coordinator update

In the process of interviews for Community Outreach position has had 3 interviews have 2 more tomorrow shooting for second round interviews next week

Filling vacant committee chair positions

At next BA meeting can nominate Angela.

Will advertise CI chair and put it on January agenda,

No clear direction for addressing vacancies in by-laws. Have working document on other grey areas in by-laws.

Announcing both opportunities via Social Media and newsletters

Neighborhoods 2020 Update

Recommendations from the community workgroups have been taken to community for input.

In March will make a full proposal to city council on the future of neighborhood funding.

Looking for city wide engagement policy- Proposal is for Community Engagement Advisory Board consisting of some 20 member including community members, cultural group and neighborhood organization representatives

Want to draw the boards attention specifically to Programming workgroup because it will have impact on organizational structure

Some changes in conversation

- Will require board to representative of neighborhood demographics within a certain margin of error
- Will have bylaws reviewed by NCR
- Annual meeting. Provide alternative means of voting
- Taking nominations from the floor- some neighborhood groups do this already some don't
- Citywide annual elections-awareness building tool
- Board member and executive board term limits
- Proposal to make food an eligible expense
- Door knocking component
- Funding allocation differences- Could have access to long range and capital improvement planning

Board Conversation

There are historical organizational complications within taking nominations from the floor unique to the Whittier Alliance.

Money will be more than what is changed in relationship with NCR and the city.

Concern is that it is a controlling contract and if funding changes it will be difficult to remain in compliance, leading to less organizational stability. Concerns over autonomy as an organization.

Next steps could respond organizationally with feedback on collective workgroup during 45 day feedback period.

Strategic Plan

General feeling is positivity and gratitude towards Kaley and steering committee for putting so much effort and thank you to Scott for the

Specificity enough to have direction but flexibility to figure out how to do it as situations change.

Cyndi doesn't like the phrasing "overall picture" - Community Engagement section 1 bullet point 3

Motion to approve as amended. Seconded.

2019 Budget

Will look at "high priority" strategies as 2019 budget is being drafted to allocate funds and guide 2019 programming. Feeling is that there will be too many but decisions will be made regarding priority and feasibility. Shooting for draft budget for review at January board meeting.

Small task force-looking for recommendations of where to start

Discussions on expenses not explicitly included there is room for

Youth Grant Program

Doesn't currently align directly with any identified strategy in Strategic Plan
Over the last 8 years roughly \$200,000
After payouts this year existing NRP funding for that program will be gone.

Board Conversation

- These projects are multi faceted. Some projects while focused on youth so may not be explicit, implicitly reflect the goals of the strategic plan and community building.
- Possibility for reallocation of alternate NRP funds
- Important engagement component
- Opportunity to take year off to evaluate the structure of the youth grants and how it can be more directly aligned with strat plan
- Evaluate criteria of qualifying Orgs

Old and New Business

CI Structure

Using the last hour to have in depth presentation, discussion and opportunity to engage with a broader community issue affecting Whittier.

Aldona is willing to meet and discuss this possible restructuring.

Board Boot Camp

Cyndi - found it to be very helpful in identifying areas of improvement including preparedness, board staff relationship, board roles and responsibilities. Elevator speech workshop was very helpful to advocate for organization.

Angela - Great to learn or improve on general board responsibilities and identifying areas of strength amongst fellow board members to build strong coalition.

Board Candidate Recruitment

Applications were opened January 2nd- accepting until February 8th

22 seat when full, currently have 16

Start thinking about your networks and personal qualities to be productive board members and perspectives we could benefit from.

Volunteering at Eat Street Festival qualifies for board eligibility.

Possible Guidelines to replace Robert's Rules

Martha's rules of Order

Chief tenant- no more than 2 hours

If something is proposed person who proposed leads discussion

A sense vote is taken- thumbs up, side thumb, thumbs down

Ways to gauge whether conversation is necessary on a topic

Fist to Five- rank system to gauge need for conversation

Potential pitfalls in openness and discussion

- Could be good system for incoming board members
- Original goal needs to be kept in mind.
- Goal is to facilitate openness while respecting order- need systems that people can readily understand and engage in.

Motion to adjourn. Seconded. Approved.

Adjourn 8:01 PM

Minutes submitted by Marcus VanderSanden

Meeting Minutes Approved on _____

David Bagley, Board Chair

Erin Sjoquist, Board Secretary