



Maria Barboza <mbarboza.evrnc@gmail.com>

EVRNC website, etc.

2 messages

Carey McDonald <cmcdonald.evrnc@gmail.com>

Wed, Jun 2, 2021 at 10:11 AM

To: John Darnell <john.darnell@lacity.org>

Cc: Maria Barboza <mbarboza.evrnc@gmail.com>

Hi John,

I hope this finds you well. As a newly elected EVRNC member and one of the Outreach co-chairs, I'm still trying to get my bearings and do some information gathering.

Can you tell me how other NCs handle their websites? I believe one of our former members was responsible for updating ours—is that the norm or do other NCs pay for website maintenance?

I would like to see a major redo of our website so that it is more reader friendly and an actual information hub for stakeholders, but not being very tech savvy, I'm not sure where to start. Can you please offer some guidance?

Also, if we wanted to send out postcards or fliers to the community, how would we go about doing that or getting started on that process?

I am excited to let our community know we are here, and we have lots of ideas for outreach, I'm just a little clueless about the procedure for initiating and making things happen.

Any advice or guidance you can offer would be appreciated!

Thank you for your time.

Best,
Carey McDonald
EVRNC Outreach Co-chair
323-472-0308

Sent from my iPhone

John Darnell <john.darnell@lacity.org>

Thu, Jun 3, 2021 at 2:31 PM

To: Carey McDonald <cmcdonald.evrnc@gmail.com>

Cc: Maria Barboza <mbarboza.evrnc@gmail.com>

Hi Carey,

Thanks again for joining the board! You're going to do great work! Regarding the website, NCs hire a company to do this work, or they can do it on their own. However, the board needs to consider how it wants to approach this. If a board member (or multiple board members) do the work, then of course that takes time away from other board work. If you hire a company to do instead, then you spend less time doing the work but it would come out of the EVRNC annual budget to pay for it. It's up to the board. That is the short answer for you to give you an idea. My suggestion would be to contact other NCs to ask about their work and best practices for specifics on how they do their website. Also, you can contact the companies that most NCs choose to use (see attached) and ask what they can provide. These companies are no longer official city vendors, but they were vendors a couple years ago. And, they've done work with NCs. Kristina (The Mailroom) and Wendy (Moore Business Results) are the two people that I've seen the most work with NCs in the city. However, it's up to the board to choose whoever it wants if the board wants to hire someone. You mine as well look at them all if you choose to go that route. These companies should be able to do the work you're talking about.

There is a process to mail postcards, and if the committee decides it wants to recommend that to the board, then we can set up a meeting to discuss it with you. I think the city itself has to mail it for you, but of course you could design the postcard, letter, or thing you want sent out.

One other suggestion I have that you could do immediately would be to email all of the email addresses on your email blast list and tell them the new EVRNC board approved thousands of dollars last week to give away food, etc, to the community. This was all board approved and you could help drive the narrative by doing this. It could be like a newsletter of sorts, but doesn't have to be fancy. Just make sure you bylaws or standing rules don't have anything that says you can't do it. Also, you can't send info about things the board didn't approve, but in my opinion, and other NCs do this, is that it's a great thing when NCs do an email blast announcing what they've done at their board meeting (gave money to schools, wrote a CIS to support/oppose legislation, opposed a local project that stakeholders don't like, etc, etc). Let me know if you want to talk and do this, because I'd be happy to help with the first one to make sure it's done properly.

Lastly, please read below. I believe an email blast telling the stakeholders what NPGs were approved, and describing the work they'll do with your funds, is allowed per the EVRNC bylaws right now. The "shall" means it's mandatory. And online presence could mean using the website, emails, etc. Just a thought...

EVRNC BYLAWS (PAGE 12):

Article V, Section 11: Community Outreach A. The Council shall direct that a system of outreach be instituted to inform Stakeholders as to of the existence and activities of the Council, including its Board elections, to find future leaders of the Council, and to encourage all Stakeholders to seek leadership positions within the Council. B. The Council shall have a standing Outreach Committee, which will report its activities and recommendations to the Board monthly at the regular Council meeting. C. **The Council shall maintain an online presence to disseminate information to Council Stakeholders and others interested in the Council.** D. In addition, the Board shall create, or shall cause to be created, a marketing plan to solicit participation from Stakeholders. The plan may include, for example, the creation of flyers, postcards, pamphlets and other related materials. It may also include e-mail blasts to various organizations including a regularly scheduled e-blast to local government officials and to the Chamber of Commerce, Neighborhood Watch, Home Owners' Association and any other local organizations as determined by the Board. E. Outreach also shall be undertaken at public events and shall be coordinated with other Neighborhood Councils when appropriate.

Thanks,

John Darnell
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Department of Neighborhood Empowerment
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Los Angeles, CA 90012
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Email | john.darnell@lacity.org Web | www.EmpowerLA.org

To help you PLAN & PREPARE FOR EMERGENCIES, please click here: <https://emergency.lacity.org/>



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- Your Neighborhood Councils Agenda

The Early Notification System (ENS) allows subscribers to receive Neighborhood Council agendas via email.

- Los Angeles City Council's Agenda

The Early Notification System (ENS) allows subscribers to receive City Council agendas via email.

- EmpowerLA's Weekly E-Newsletter

Our Weekly E-Newsletter is full of useful tips, updates on what's happening in the City and announcements from our NC partners.

[Quoted text hidden]

Web Service Providers:

Civic Resource Group
Contact: Gregory Curtis, CEO
greg@civicresource.com

The Mailroom
Contact: Kristina Smith
(313)-514-1797
ksmith@tmc.com

Moore Business Results
Contact: Wendy Moore
(313)-251-9209
wmoore@moorebusinessresults.com

Port Town Websites
Contact: Jill Fox
(313)-432-0808
jill@porttownwebsites.com

The Web Corner
Contact: Robert Adams, Owner
(313)-345-7443
rob@webcorner.com

Zetdesign
Contact: Zaida Harrison
(313)-559-2712
zetdesign@hivigital.net

Companies that serve NCs for websites.JPG
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