

**Meeting Minutes July 9<sup>th</sup>, 2014 7:00 pm – 8:15 pm**  
**Chapel of the Cross Church Mission Hills, CA**

**NCBC Members Present:**

**Jesse Martinez** – Committee Member & VP MHNC Board

**Mooshy Ghassedi** – Committee Member Stakeholder

**Richard Tocher** – Committee Chair & MHNC Board Member

**Luis Millan** – Committee Member Stakeholder

**Maribel Carrillo** – Committee Member Stakeholder

**Bertha Tocher** – Committee Member Stakeholder

**Proceedings moved forward as follows:**

1. Call to order at 7:00 PM.
2. Pledge of Allegiance
3. Roll call of committee members present included: Richard Tocher, Jesse Martinez, Luis Millan, Bertha Tocher others present Elizabeth Marx and Jose Arevelo.
4. Last for speaker cards was made – none submitted.
5. Discussion took place regarding resources available for cleanup July 26<sup>th</sup>. This included:
  - Basic set up of satellite location for sign-in, duty assignment and what materials were available for outreach/marketing of MHNC during event.
  - Development of a set cookie cutter-type standardized documentation took place. Elizabeth Marx agreed she would help to get some of the documentation developed and share with committee.
  - There was a concern about funding the event. A \$300.00 budget for refreshments and funding of event. The MHNC as of meeting did not have its general annual funding.
  - Teresa Tocher mentioned she would reach out to Papa John's Pizza to supply pizza at no charge.
  - Richard Tocher agreed to create flier and submit it to committee members for approval via email.
  - Jose Arevelo said he would distribute flier to Modular Home Park north of clean up location.
6. Discussion took place regarding measuring effectiveness of the "311 My LA" smart phone APP and use Gmail a generic Gmail address. It can also be used as a means of a centralized archiving with CD7, other local government organizations and outreach efforts where applicable.
7. Usage of other free online resources offered by Google took place. Richard Tocher expressed the important of a horizontal communication and storage platform transparent for MHNC Board and Committee members using google shared docs.
8. Discussion took place regarding use of Nextdoor.com. Its effectiveness is still to be determined. But it seems it is only good for reaching out to your immediate area and not the entire city.
9. Review of facebook posts to date. Our ratings for reading posts by the public are up and more board members were encouraged by Richard Tocher. Jesse Martinez agreed and spoke about development of best practices regarding social media prior to rolling it out to the MHNC Board.
10. A need to get people to step up and take up the cause regarding cleanup of their own neighborhood rather than emailing Beatification Committee members for cleanup requests was mentioned by Richard Tocher. Of the 311 APP was brought up by Elizabeth Max. Jose Arevelo was concerned not all people can use computers. Jesse Martinez mentioned "if you can send an email you know how to use a computer."
11. Meeting adjourned at 8:15 PM