



Economic Development Committee Meeting Agenda January 26, 2022

7:00 PM

Conducted via webinar/teleconference
Zoom Webinar ID: 897 8698 7317

The public is requested to fill out a "Speaker Card" to address Mid City West on any item on the agenda. Comments from the public on agenda items will be heard only when that item is being considered. Comments from the public on other matters, not appearing on the agenda but within the Board's subject matter jurisdiction, will be heard during the Public Comment period. Public comment is limited to 3 minutes per speaker, unless waived by the presiding officer of the Board or committee chair.

As covered under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request 3 business days prior to the MCWNC meeting you wish to attend by contacting Mid City West at admin@midcitywest.org.

IN CONFORMITY WITH THE SEPTEMBER 16, 2021 ENACTMENT OF CALIFORNIA ASSEMBLY BILL 361 (RIVAS) AND DUE TO CONCERNS OVER COVID-19, THE MCWNC MEETING WILL BE CONDUCTED ENTIRELY WITH A CALL-IN OPTION OR INTERNET-BASED SERVICE OPTION

AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned.

Notice to Paid Representatives -If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA DEL DEPARTAMENTO DE EMPODERAMIENTO BARRIO 3 DÍAS DE TRABAJO ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME AL DEPARTAMENTO DE EMPODERAMIENTO BARRIO AL (213) 978-1551.

이 회의에 대한 번역 서비스를 요청하려면 회의 전에 3영업일 **DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT** 알려 주시기 바랍니다. 이 통지를 번역 도움을 필요로 하는 경우에, **DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT**의 전화 번호 **(213)978-1551**로 전화 주시기 바랍니다

Zoom Webinar ID: 832 1685 2995

**Join online at <https://us02web.zoom.us/j/83216852995>
or by telephone at +1 669 900 6833 or 833 548 0282 (Toll Free)**
*Press *9 to raise hand for public comment*

Valerie Washburn, Chair, vwashburn@midcitywest.org
Askhaan Hassan, Esq., Chair, ahassan@midcitywest.org
Isack Fadlon, C&O Liaison, ifadlon@midcitywest.org

1. Call to order and roll call (2 min)
2. General Public Comment (5 min)
3. Motion to approve [Minutes from December meeting](#) (2 min)
4. [Buy Local campaign](#) evaluation and next steps: potential action items (30 min)
 - a. Evaluation of holiday decal and social media strategy
 - b. Consider moving on to "Dine Local" campaign focused on restaurants

- i. Print new decals from remaining budget?
 - ii. Partner with local business organizations (Melrose BID, Original Farmers Market, Miracle Mile Chamber) that can spotlight individual businesses?
 - iii. Purchase of social media targeted advertising?
- 5. Ideas for other Committee projects (15 min)
 - a. Outreach to local businesses about MCWNC CD5 Council candidates' forum/solicit questions from businesses
 - b. Other Committee member ideas
- 6. Discussion of items for next meeting Agenda (5 min)
- 7. Adjournment

PUBLIC ACCESS OF RECORDS

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website www.midcitywest.org, or at the scheduled meeting. In addition, if you would like a copy of any record relating to an item on the agenda please call 323.285.3540 or send an e-mail to admin@midcitywest.org. For information on the Process for Reconsideration, MCWNC Stakeholder Grievance policy or any other procedural matter related to this Council, please consult the MCWCC Bylaws by clicking on the www.midcitywest.org. The agenda is posted for public review at the Fairfax Senior Center, 7929 Melrose Avenue, Los Angeles, CA 90036; Mid City West Neighborhood Council website, www.midcitywest.org; or admin@midcitywest.org. You can also receive our agendas via email by subscribing to L.A. City's Early Notification System (ENS)