



COMMUNITY BOARD No. 1

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HON. ERIC L. ADAMS
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DEL TEAGUE
SECOND VICE-CHAIRPERSON

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HON. STEPHEN T. LEVIN
COUNCILMEMBER, 33rd CD

HON. ANTONIO REYNOSO
COUNCILMEMBER, 34th CD

February 23, 2021

MEETING NOTICE

TO: Members of the Ad Hoc Committee on Outreach
(Miceli, Committee Chair; Brooks; Chesler; Drinkwater;
Foster; Moskovits; Peterson)
[5 members constitute a quorum for this committee]

FROM: Sante Miceli, Committee Chair

RE: Committee Meeting February 25, 2021

Please be advised that a meeting of the Ad Hoc Committee on Outreach will meet as follows:

WHEN: THURSDAY, FEBRUARY 25, 2021

TIME: ***** 6:00 PM *****

WHERE: Via WEBEX

(While we cannot meet in person, we will be meeting virtually.
Below are options for you to connect)

Meeting Address for Attendees:

<https://nyccb.webex.com/nyccb/j.php?MTID=ma2dd2f2b3a0ec3f43900f26ddc18c754>

Meeting Number: 129 365 1316

Event Password: 3mxRNhDu7Z3

Audio Conference: New York City +1-646-992-201

[Show all global call-in numbers](#)

Access Code: 129 365 1316

AGENDA

1. FUNDAMENTALS AND STRATEGIES FOR COMMUNITY OUTREACH

All the items listed will be part of the running agenda ongoing until completion. Making valuable interactions is key to continuing to engage our communities especially during COVID-19.

- Strategic Communications-Plans-Goals-Tools-Messages
- Internal and external outreach
- Community Boards Open Data
- Inform and Reunite

OUTREACH TOOLS

- **Email Blast Campaigns**
Existing CB1 Mailing List - Email List Request -Web-Form
- **Email Monthly Newsletter**
Community District News & Events-Design template
(e.g.Brooklyn CB2 News & Events 02.12.21 - attached)
- **Pamphlet** - Digital and Print
(e.g. <https://www1.nyc.gov/site/cau/community-boards/about-community-boards.page>)
- **Expanding our reach with Printed materials** (*Not everyone is tech-savvy or has ample access to the Internet. Look at where we can work with partners, Grassroots organizations community leaders and more to be sure our message reaches all our target audiences.*)
- **Clarity - Include definitions of any procedural jargon and breakdown the processes so that people can understand what is happening.**
- **Website Improvement** – web structure diagrams-schematics-web forms (improve contents and functionalities)
- **Social Medias: Twitter - Facebook - Instagram a/o other Medias**
- **Social Medias managing protocols** (*e.g. a shared Gmail account and social media passwords between District Manager - Committee Chair- Committee's members assigned to accounts, Rules, etc.) *vote*)
- **Committee's goals for a Social Media Campaign**

2. VIRTUAL MEETINGS ARE COMMUNITY OUTREACH

WEBEX

- **Better Virtual Meetings**
Open Meetings - Open Cameras and Microphones for All
Attendees experience, Presence, Participation, Inclusivity, Engagement Chat-Questions & Answers
- **Report after the Cisco Webex Training on February 11**

There were Q & A about settings - Recording of the meeting is available

- **Webex Setting for better attendees experience**
- Duration of Meetings-Voting and roll calls-Virtual Polls
- **Design a meeting prototype to allow for more accessibility**
- **Best practices for virtual engagement and online outreach**
- **Youtube - Live Streaming Meetings from webex**
- **Webex audio transcripts and MP4 recordings**

Building CB1 Outreach Structure

- Proposal to assist the Outreach Committee Chair and the Committee in a Survey, Research and Design of a Meeting prototype to allow for more accessibility and become part of a research thesis (*Research Thesis - Sophia Campione - Parsons School-Strategic Design*) *vote

3. OUTREACH ITEMS TO DEVELOP

COVID 19

UPDATE: Information regarding COVID-19 and HHC's efforts being carried out in the Brooklyn CB#1 District – by Ms. Barbara J. Williams, M.S., Assistant Borough Director-Brooklyn, NYC HHC Test and Trace.

WEARING MASKS - Heard Immunity, Vaccine, Infection rate

- The district By Zip Codes: Behavior, Prevention information
- **Testing and Vaccination Sites**
- **Guidelines for Retail Businesses and Customers, Safety Protocol**
<https://www1.nyc.gov/assets/cau/html/newsletters/newsletter-2021-02-19.html>
<https://www1.nyc.gov/site/doh/covid/covid-19-data-neighborhoods.page>

QUALITY OF LIFE

OPEN STREETS & OPEN CULTURE

PLAN FOR RETAIL DIVERSITY - SMALL BUSINESSES

SLA APPLICATIONS

BLOCK ASSOCIATIONS

PARKS