



COMMUNITY BOARD No. 1

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COUNCILMEMBER, 33rd CD

HON. ANTONIO REYNOSO
COUNCILMEMBER, 34th CD

REVISED
March 12, 2021

MEETING NOTICE

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

FROM: Sante Miceli, Committee Chair

RE: Committee Meeting - March 15, 2021

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

WHEN: MONDAY, MARCH 15, 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=m79e9c43e190d01bd00f5f0b761be1249>

Meeting Number: 129 367 7395

Meeting Password: WtsqyJTb668

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

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

Access Code: 129 367 7395

AGENDA

1. COMMUNITY OUTREACH

Open Cameras and Microphones for All.

Our committee meetings are our first Outreach activity, a place to make valuable interactions with our communities.

Inform and Reunite is key to continuing to engage our communities especially during COVID-19.

- **Block Associations from Greenpoint** - Conversation with their members about:
- **Open Culture** (<https://www1.nyc.gov/site/cecm/cultural-events/guidelines.page>)
- **Quality of Life**

2. SOCIAL MEDIAS

Twitter - Facebook - Instagram

Managing protocols :

(e.g. for Twitter "Tweet Deck" to allow shared access to multiple accounts without passwords to grant access to the Committee Chair and the Committee's members, Guidelines on how to use the social medias, etc.) **vote**

3. OLD BUSINESS

* Note that all the items listed in the Committee Meeting **Agenda of February 25, 2021** are part of a **running agenda ongoing until completion** and may be reviewed a/o revised at every monthly Committee Meeting.

4. NEW BUSINESS

AD HOC COMMITTEE ON OUTREACH (3-15-2021 MEETING)
ATTACHMENTS:

(ATTACHMENT I.) How Block Associations work to make NYC a city of neighbors

We New Yorkers are not necessarily known for our neighborliness we'd rather "endure an electric shock" than run into the strangers who share our apartment buildings and blocks. But our supposed aloofness doesn't hold up when you consider the prevalence of block associations throughout the city, The sheer number of these groups of residents who live on the same street or within the same neighborhood reveal that we may be more friendly and civic-minded than we suspect. Block associations are groups of residents who decide to collaborate to strengthen a block or area; they often form around a particular issue or set of issues. Across NYC, locals have formed them to beautify neighborhoods, advocate for better quality of life, tackled issues ranging from traffic congestion to historic preservation, partner with other Block associations to form Coalitions to address ongoing revitalization and sustainability. But most important, are the benefits of befriending one's neighbors. "It's about building greater resilience on the block, because people know each other better," a major advantage of forming a block association is strength in numbers. "Getting an opportunity to talk about wanting to be stronger, and what that actually means and looks like in the world". The trick to building a successful and long-lasting block association, is to gather together as harmonious a group as possible, by collaborating with people who share the same focus and agree on what needs to be accomplished in the area. Traditionally, these associations have been mostly made up of homeowners, but lately, renters and owners alike are sharing resources. "They realize they're intricately linked and one is dependent on the other". "The displacement of one means the displacement of the other." Such collaboration between long-time residents can serve as a method of preservation in a neighborhood flooded with newcomers. Discussion will be how to adopt a collective posture on displacement, and how neighbors can help each other maintain their roots in a rapidly changing area. When block associations take smaller steps, too, like working toward neighborhood beautification by caring for trees and keeping streets swept, it also enhances communities. "People take greater ownership of their blocks". "It makes people feel connected with each other. We've seen it over and over again." The primary function of block associations is to make a massive, often-anonymous metropolis feel friendlier and more familial. **"It's a vehicle for making a big city into a small town," "It's about neighbors helping neighbors, and becoming a close-knit family."**

**(ATTACHMENT II.) * Running agenda ongoing until completion
Thursday, February 25th, 2021
Ad Hoc Committee on Outreach Meeting**

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.
- **Pamphlet** - Digital and Print
e.g. <https://www1.nyc.gov/site/cau/community-boards/about-commmunity-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

District By Zip Codes: Statistic, Cases, Behavior, Prevention information

- **Testing and Vaccination Sites**
- **Guidelines for Retail Businesses and Customers, Safety Protocols**
- <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

BLOCK ASSOCIATIONS

PARKS