



The City of New York

## Queens Community Board 11

Serving the Communities of Auburndale, Bayside, Douglaston, Hollis Hills  
Little Neck and Oakland Gardens

**Michael Budabin, Chair / Joseph Marziliano, District Manager**

TO: All Board Members  
FROM: Jack Fried, Public Safety/Public Relations and Licensing Committee Chair  
RE: Community Outreach Initiative  
DATE: July 10, 2020

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On June 25, 2020, the Public Safety/Public Relations and Licensing Committee held a Zoom teleconference meeting to discuss various community outreach initiatives. Present were Jack Fried, Committee Chair, Michael Budabin, Board Chair, Henry Euler, 3<sup>rd</sup> Vice Chair, Adriana Aviles, Lourdes December, Rosemarie Guidice, Laura James, Eileen Miller, Stephen Pivawer, Stephen Popa. Also present were Joseph Marziliano, District Manager, Jane Bentivenga, Christina Coutinho, Staff Members and Susan Seinfeld representing Council Member Barry Grodenchik.

The meeting started with Mr. Budabin explaining that this meeting was to discuss how to increase the Board's community involvement. He gave an outline of items that he would like to see as part of the initiative:

- 1) Social Media – Currently a weekly digest is distributed. Should there be Twitter and another social media platform? There is an inactive Twitter account for CB11. Mrs. Guidice requested adding CB11 to a neighborhood website. This is a platform for residents to get community information from residents. Discussion ensued as to which social media platforms would best fit the Board. Mrs. Miller stated that some social media has misinformation and the Board answering could clear up any rumors. Ms. Aviles stated that, in her opinion, social media is very important; she suggested Twitter. Mr. Budabin stated that there would have to be a working policy with overseeing what is being posted. As for basic information, it would have to be very brief and straight forward. All in attendance were in favor of CB11 having a social media presence.
- 2) Increase the attendance of monthly meetings – (putting aside Covid-19) There should be more of a community forum. Mr. Budabin asked for ideas on how to draw more residents to the meetings. Mr. Fried suggested that the monthly meeting agenda be published in the local papers. Ms. Aviles suggested having speakers with a current, engaging topic. Mr. Popa suggested video recording. Mr. Budabin said it is being reviewed by the By-Laws Committee to see if that is mandatory. He said that Board Members would have to feel comfortable with being live-streamed.

Mr. Popa suggested a monthly spotlight of a Board Member. Mr. Budabin requested elected officials be invited to help educate students regarding different levels of government. This would engage children and parents to attend meetings. Ms. Aviles suggested Student of the Month or Group of the Month. Mr. Budabin agreed but suggested selection be picked by local school principals. Mr. Budabin suggested an annual charity day like a park clean up. Mr. Fried suggested a Health Fair. Discussion ensued regarding the commitment involved with hosting a Health Fair.

- 3) Community Events – The Board attending various community events such as parades and events on Bell Blvd. Ms. James requested a calendar of local events. Mr. Budabin agreed and suggested adding the calendar to the CB11 website. Discussion ensued as to setting up a Committee to be responsible to gather Members to attend events. Mr. Budabin stated attending local events and Committee meetings is very important; it's the social glue that helps create a positive environment. Ms. Aviles asked how she should introduce herself at an event; CB11 Member, Committee Member or resident? Mr. Budabin stated when appointed to the Board, information was given regarding how a Member represents the Board. Ms. James said with her experience, she would volunteer to help create a list with bullet points.
- 4) Increase contact list to reach more residents in the District. Discussion regarding social media and attending local events will increase our contact list. Mr. Budabin stated that Mr. Marziliano has been reaching out to local restaurants. This is a way to introduce the CB. Information is given to them regarding open streets and small business loans. This is another way to increase our contact list. Discussion ensued regarding cultural differences in the District and it was requested that volunteers help areas with a language barrier.

Mr. Budabin suggested another meeting in August before the September meeting.

The meeting adjourned at 8:47 pm.