



Rent Stabilization Board

COMMUNICATION ACCESS INFORMATION:

This meeting is being held in a wheelchair-accessible location.

To request disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact Aimee Mueller at 981-4932 or 981-6903 (TDD) *at least three business days before* the meeting date.



Please refrain from wearing scented products to this meeting.

**RENT STABILIZATION PROGRAM
OUTREACH COMMITTEE MEETING**

Friday, February 24, 2017

5:00 p.m.

2001 Center Street, Law Library, 2nd Floor

Approved Minutes

1. Roll call: Murphy, Laverde, Chang (30 minutes late). Meeting start time was 5:10pm
2. Election of Outreach Committee Chairperson: At 5:40pm Commissioner Chang was elected chair. Laverde (m), Murphy (s), 2-0.
3. Approval of agenda: Laverde (m), Murphy (s), 2-0.
4. Approval of minutes from November 18, 2016 meeting: Laverde (m), Murphy (s). 2-0.
5. Public Comment: None
6. Staff report on outreach
 - a. Overview of all outreach activities and work plan: Traylor distributed the Outreach Work Plan from 2016 for the commissioners to review. The commissioners agreed that they would review it on their own time and bring questions back to Nick Traylor at the next meeting. Commissioners later on in the meeting discussed some ideas for additional outreach including; more literature translated into Chinese and Spanish; doing \$50 Facebook ads.
 - b. Off-site counseling report (Nick Traylor): Traylor reported on Cal Campus Counseling on Wednesdays and that the Library counseling has been temporarily cancelled due to lack of attendance. Staff person Law informed the commissioners that the Rent Board was working the University to secure a more permanent space on campus. Traylor recommended that the committee revisit the Library counseling program and ways we might be able to increase participation if and when it is restarted.
 - c. Upcoming special events: Traylor informed commissioners that a staff person from the Rent Board would be attending a Financial Literacy Faire at Cal for UC Berkeley employees. The staff person would be tabling, passing out information about landlord/tenant rights and advising employees about how to manage the current rental market.
 - d. Review of schedule for the 2017 Workshops and Seminars: Traylor distributed the schedule of workshops and seminars to the commissioners.
 - e. New video page coming to Rent Board website: Traylor described the upcoming video page on the Rent Board's website and showed the commissioners the first two videos that would be posted on that page. Commissioners suggested that the videos be displayed in the lobby of the Rent Stabilization Program office; the Black Rep Theater; the Social Security office; and a "Better Way (non-profit).

7. Discussion and possible action on:
 - a. Previous committee's outreach ideas: (1) "Tip of the Month" email, (2) "Dollar Bill graphic showing example of where a tenant's monthly rent goes (for possible use in Annual Report). Laverde and Chang suggested we use Facebook ads or posts for our "Tip of the Month" and to make the Annual Report in the form of an Info-Graphic Video.
8. Items for future discussion and setting next meeting date: Commissioners scheduled the next meeting for March 10, followed by April 7 and May 5th, all at 5pm.
9. Adjournment

STAFF CONTACT: Nick Traylor (510) 981-4901 Moni T. Law (510) 981-4906

COMMITTEE: Christina Murphy; James Chang; Paola Laverde;