

Carlos Gonzalez, Chair
Mike Shaknovich, Vice Chair
Ryan Antes, Commissioner
Sylvia Contreras, Commissioner



Juanita Doplemore, Commissioner
Ricky Fernandez, Commissioner
Gustavo Orozco, Commissioner
Josh Smith, Commissioner
Kiniko Willingham, Commissioner

FINISHED AGENDA AND FINAL MEETING MINUTES

CALL TO ORDER

Chair Gonzalez called the meeting to order at 5:04 p.m.

ROLL CALL

Commissioners Ryan Antes, Sylvia Contreras, Juanita Doplemore, Ricky
Present: Fernandez, Gustavo Orozco, Josh Smith, Mike Shaknovich and
Carlos Gonzalez
Commissioners Kiniko Willingham
Excused:

APPROVAL OF MINUTES

1. [17-011VA](#) Recommendation to approve the minutes for Veterans Affairs
Commission meeting on July 12, 2017.

**A motion was made by Commissioner Orozco, seconded by
Commissioner Antes, to approve recommendation. The motion
carried by the following vote:**

Yes: 8 - Ryan Antes, Sylvia Contreras, Juanita Doplemore, Ricky
Fernandez, Gustavo Orozco, Josh Smith, Mike Shaknovich
and Carlos Gonzalez

Excused: 1 - Kiniko Willingham

PUBLIC PARTICIPATION

No members of the public were present.

REGULAR AGENDA

2. [17-012VA](#) Recommendation to Discuss Using Existing Social Media Resources - Jennifer Gonzalez, Social Media Coordinator for Health Department

Jennifer Gonzalez, Social Media Coordinator for the Department of Health and Human Services, led a discussion about creating and maintaining a Veterans Commission Facebook group page to be sited within the Health Department's Facebook page. Gonzalez reviewed the various components of such a page and encouraged the Commission to develop content and graphic elements such as a logo and templates for different types of posts (e.g. events versus informational posts). She offered the assistance of Health Department interns for this purpose. The successful use of social media campaign requires consistency, from a designated posting schedule to creatively deploying hashtags. She suggested we take advantage of the City's network of department Public Information Officers, which offers opportunities for collaboration and cross-promotion free of charge.

This VA-Agenda Item was received and filed.

3. [17-013VA](#) Recommendation to Discuss Goals and Objectives Part 3 - Ginger Lee, Collective Impact and Operations Bureau Manager

Ginger Lee, Collective Impact and Operations Bureau Manager, lead a review and discussion of the draft Goals and Objectives document. Commissioners suggested edits and revisions, which will be incorporated into a final draft and reviewed at the next Commission meeting in September.

This VA-Agenda Item was received and filed.

NEW BUSINESS

Staff person Gina Overholt asked if the Commission if they had received her e-mail containing a link to the City's recently approved annual budget. A suggestion was made to agendize a

discussion about the budget in relation to making a recommendation to City Council for a Veterans-related project or program at a future meeting.

Overholt also distributed binders containing various documents including an updated roster, founding documents for the Commission, and handouts on the Brown Act and Roberts Rules of Order.

ANNOUNCEMENTS

Commissioner Orozco distributed postcards for the Long Beach Veterans Day celebration, which comprises the Veterans Day Parade and the Vets Festival.

Commissioner Contreras pointed out that Veterans can obtain a special California Driver's License that says "Veteran" on it. Upon renewal of one's license it costs \$5; if it is special-ordered, it costs \$30.

Chair Gonzalez announced that the Long Beach Marathon takes place on October 7. The Commission could consider having a table at the event as an opportunity to promote awareness of the Commission.

Gonzalez also pointed out a the recent Veterans photography exhibit at the Expo Gallery on First Friday in Bixby Knolls (Council District 8) and that another such exhibition may be taking place in District 9. Commissioner Shaknovich suggested that Commissioners keep abreast of Veterans-related happenings by regularly communicating with their respective council offices.

Commissioner Orozco noted that U.S. VETS is planning a Veterans panel discussion for late October. So far, Dr. Marshall Thomas, Director of Veteran Services at CSU Long Beach, and our very own Commissioner Willingham will participate.

The next Veterans Town Hall at the VA Long Beach takes place on September 26 at 6 p.m.

ADJOURNMENT

Chair Gonzalez moved to adjourn the meeting at 7:10 p.m.

NOTE: A digital recording of this meeting is available through the Long Beach Department of Health and Human Services. Please contact Gina Overholt at (562) 570-4035 or via email at Gina.Overholt@longbeach.gov.