

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

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**FINISHED AGENDA & DRAFT MINUTES**

**1. CALL TO ORDER**

Chair Gonzalez called the meeting to order at 5:03 p.m.

**2. ROLL CALL**

**Commissioners** Ryan Antes, Sylvia Contreras, Juanita Doplemore, Gustavo  
**Present:** Orozco, Kiniko Willingham, Mike Shaknovich and Carlos  
Gonzalez

**Commissioners** Josh Smith  
**Absent:**

**3. APPROVAL OF MINUTES**

17-010VA Recommendation to approve the minutes for Veterans Affairs  
Commission meeting on June 14, 2017.

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

**Yes:** 7 - Ryan Antes, Sylvia Contreras, Juanita Doplemore, Gustavo  
Orozco, Kiniko Willingham, Mike Shaknovich and Carlos  
Gonzalez

**Absent:** 1 - Josh Smith

**4. PUBLIC PARTICIPATION: Opportunity given to citizens to address the Commission on non-agenda items within their Commission's jurisdiction. Currently limited to three minutes, unless extended by the Chair.**

Mike Murray, Chair of the U.S. VETS Advisory Council addressed the Commission. The U.S. VETS site in Long Beach, located at the Villages at Cabrillo, is one of the largest U.S. VETS sites in the nation. Two major fundraisers support this site: a 5 and 10K run, in June, and the "Honoring Those Who Serve" luncheon. The June raised just over \$30,000. Murray expressed his appreciation to Commissioner Orozco who helped make these events successful.

**5. SPECIAL GUEST PRESENTATION: Todd DeVoe, Team Rubicon**

Todd DeVoe, Team Developer for Team Rubicon, Region IX (California, Nevada, Arizona and Hawaii), addressed the Commission. Team Rubicon, headquartered in Los Angeles, was founded in 2010 by Marine Corps Veterans Jake Wood and William McNulty as a disaster relief organization. Team Rubicon gives Veterans a sense of purpose by engaging them in missions around the world. Here in the U.S., Team Rubicon is partnered with the National Fire Service and the Bureau of Land Management and other VOAIDs (Volunteer Organizations Active in Disaster) to mobilize an all-volunteer corps to aid in the recovery and mitigation phase of a disaster.

**6. REGULAR AGENDA**

**A. Ad-Hoc Marketing & Website Subcommittee Update and Discussion – Mike Shaknovich and Ryan Antes**

Commissioner Antes reported on recent discussions with the City Manager's office about the strategic use of the City's established social media outlets, such as the City's and the Health Department's Facebook pages, to provide information about services, resources and events that support or benefit Veterans.

A discussion followed wherein the Commission tied the strategic use of social media to the priorities it has identified so far. Accordingly, social media content will align with the following priorities:

- Veterans' economic development
- Veterans' recognition and visibility
- social supports for Veterans
- information and resources for Veterans
- under-represented groups within the Veteran population

In addition, the Commission identified a set of criteria for determining the content of Veterans-related social media posts. The Commission will also use the City's Facebook posting

policy as a guide. All postings must meet all of the following criteria:

- information is non-commercial and comes from a non-profit or governmental organization
- information meets the Commission's priorities, goals and objectives
- information aligns with and does not violate the City's social media policy
- the information presented is either a Veterans-related event or opportunity or educational in nature, as in it informs the public about a Veterans issue, concern or cause, and meets the above criteria
- the information is tied to a simple hashtag, such as #LBVets

Commissioner Orozco made a motion to adopt the criteria for social media content and to authorize the Ad Hoc Marketing and Website Subcommittee to determine the content based on this criteria and to work with the Commission staff person (G. Overholt) to approve the content as needed. Commissioner Contreras seconded. Motion carried. The Commission asked the Commission staff person to work with Health Department staff to begin posting Veterans-related content on the Health Department's Facebook page on a trial basis.

## **7. NEW BUSINESS**

Commissioner Orozco suggested that the possibility of a more customized landing page for Veterans be explored eventually. There is a Veterans' tab under the Health Department's website, for example, but it simply provides links to services that anyone, including Veterans may access. A more tailored approach may include links to Veteran-centered services and organizations.

Commissioner Shaknovich asked about whether Commissions may raise funds or have bank accounts. A higher level City discussion about what Commissions may or may not do, including social media policy, is underway. The Commission staff person will follow-up on this.

## **8. ANNOUNCEMENTS**

Gina Rawson, Women Veterans' Program Manager for the VA will be guest speaker at the Commission meeting in November.

The Commission will take up Part 3 of its Goals and Objectives discussion at the August meeting.

Commissioners are asked to submit agenda items and the names of potential guest speakers for future meetings two weeks in advance.

Chair Gonzalez asked about the deadline for the Commission's Annual report. An internal deadline of November 1 has been set.

The next Commission meeting takes place on August 9, 2017.

**9. ADJOURNMENT**

Chair Gonzalez moved to adjourn the meeting at 6:47 p.m.