



STATEMENT OF PROCEEDINGS  
FOR THE REGULAR MEETING OF THE  
**YOUTH ENGAGEMENT COMMITTEE (YEC)**  
LOS ANGELES COUNTY YOUTH COMMISSION  
VIRTUAL MEETING  
<https://youthcommission.lacounty.gov/>

Monday, January 9, 2023

6:00 PM



Video for entire meeting. (23-0221)

Attachments: [VIDEO](#)

**I. ADMINISTRATIVE MATTERS**

1. Call to Order and Roll Call. (23-0007)

**Commissioner Brittianna Robinson, called the meeting to order at 6:02 p.m., and roll call was conducted.**

Present: Commissioner Luisa Flores Urrutia, Commissioner Brittianna Robinson, and Commissioner Ezekiel Nishiyama

Absent: YEC Chair La'Toya Cooper

2. Approval of minutes from the meeting of October 24, 2022. (22-4064)

**This item was tabled for approval later in the meeting.**

**Later in the meeting, on motion of Commissioner Robinson, seconded by Commissioner Nishiyama, and duly carried, this item was approved by the following vote.**

**Ayes:** 3 - Commissioner Ezekiel Nishiyama, Commissioner Luisa Flores Urrutia and Commissioner Brittianna Robinson

**Absent:** 1 - Commissioner La'Toya Cooper

**Attachments:** [SUPPORTING DOCUMENT](#)

3. Receive and File summary of notes from the meeting of November 7, 2022. (23-0008)

**This item was tabled for approval later in the meeting.**

**Later in the meeting, on motion of Commissioner Nishiyama, seconded by Commissioner Flores Urrutia, and duly carried, this item was approved by the following vote.**

**Ayes:** 3 - Commissioner Ezekiel Nishiyama, Commissioner Luisa Flores Urrutia and Commissioner Brittianna Robinson

**Absent:** 1 - Commissioner La'Toya Cooper

**Attachments:** [SUPPORTING DOCUMENT](#)

## **II. DISCUSSIONS**

4. Discussion regarding the Second District Listening Session held on November 19, 2022. (23-0040)

**Commissioner Robinson introduced this item and noted that County and community partners were in attendance and were able to hear from youth in the Second Supervisorial District. Youth shared their stories and issues that impact their community, and suggested changes they would like to see. Commissioners Smiley, Jackson, Cooper, also attended the listening session.**

**Commissioners shared that the listening session was informative and commended youth on their bravery in sharing issues they encountered along with what worked for them, what did not, and what they felt needed improvement.**

5. End of year review of Youth Engagement Committee activities. (23-0034)

**Commissioner Robinson introduced this item and highlighted the following Youth Commission (YC) events that occurred in 2022:**

- **The Fifth Supervisorial District listening session**
- **The Community Youth Engagement Resource Fair**
- **The Youth Commission Retreat**
- **The Second Supervisorial District listening session**

**Commissioner Robinson suggested the YC utilize the connection with other County departments to increase youth engagement at future events. She recently broadcasted the upcoming Fourth Supervisorial District listening session at a CSEC Conference and made several connections that agreed to bring youth to future listening sessions. She invited Commissioners to share input on these events and what they would like to see the Youth Engagement Committee do in 2023.**

**Commissioners shared that the Resource Fair was a success, several youth from the Fifth Supervisorial District attended; youth were able to obtain in-depth information and employment after attending the fair.**

**Members of the public, Tray of L.A. CADA, Alonso Machuca, and Roger Rosado, addressed the Committee.**

6. Presentation on Social Media Engagement and Discussion on Developing a Communication Strategy Plan by Max Wetz, Public Information Assistant, Youth Commission. (23-0038)

**Commissioner Robinson introduced Max Wetz, Public Information Assistant, Youth Commission. Mr. Wetz noted that it is impossible to engage youth without accessing or reaching them through social media. He shared analytics from the YC's Instagram account to highlight the potential effectiveness of social media on promoting materials and informing youth of Commission events. Strategies to increase engagement and allow the YC to effectively reach youth under the age of 24 include:**

- **In-person district listening sessions – go to where youth are, such as, community centers and community colleges.**
- **Highlight the YC goals and accomplishments on social media.**
- **Create a significantly more consistent social media presence – allow people to know the YC's account is reliable.**

- **Social media calendar – have a consistent four week posting plan to maintain engagement.**
- **Engage in community outreach – host booths at colleges or sporting events to give the community an opportunity to engage with Commissioners to increase community involvement.**

**A member of the public, Tray of L.A. CADA, addressed the Committee.**

**Attachments:** [SUPPORTING DOCUMENT](#)

### **III. MISCELLANEOUS**

7. Opportunity for members of the public to provide comments to the Commission on item(s) not on the agenda that are within the subject matter jurisdiction of the Commission. (23-0012)

**A member of the public, Dees Ross, addressed the Committee.**

8. Adjournment. (23-0013)

**Commissioner Robinson announced that the next meeting will be held on Monday, February 13, 2023, 6:00 - 7:30 p.m.**

**On motion of Commissioner Nishiyama, seconded by Commissioner Flores Urrutia, there being no objection, the meeting was adjourned at 6:52 p.m.**