

Committee Members

Outreach

Raphael Morozov, Chair
Neal Roden
Melissa Menard
Carolyn Casavan (alternate)



Sherman Oaks Neighborhood Council Outreach Committee Meeting

**June 29, 2016 8:00 p.m.
Marie Callender's Restaurant & Bakery
14743 Ventura Blvd
Sherman Oaks, CA 91403**

SHERMAN OAKS NEIGHBORHOOD COUNCIL

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Minutes

1. The meeting was called to order at 8:00pm by Raphael Morozov, Chair
 - a. Present – Morozov, Roden, Menard, Ziff, Mooney, Capps, Hartsough
2. Minutes were note reviewed as previous month's minutes were unavailable
3. Public comment on non-agenda items - none
4. Discussion Items
 - a. New committee members
 - i. Raphael put out a call for new permanent members
 - ii. It was suggested by Ron Ziff that the committee should not have a large number of official members as it may make it more difficult to ensure a quorum
 - b. Movies at the Park
 - i. Updates on current progress for event were discussed
 - ii. Raphael said that he was advised that food trucks were not an option as it was too late to reserve any top trucks
 - iii. Raphael mentioned that promotion would likely take place online and that based on previous events put on by Pro Outdoor Movie for other NCs, it was likely that the turnout would be large based on an EventBrite post
 - iv. A DJ would be arranged by Raphael
 - v. Jeff Hartsough and Tom Capps stated that they were interested in taking a lead role in the remaining planning for this event
 - vi. It was decided that a working group (consisting of Morozov, Ziff, Capps) would meet to finalize plans
 - c. Web Presence
 - i. The budget required for the web presence was discussed at length. Raphael pointed out that he thought the budget allocated was inadequate for hiring a content manager. The budget requested would be 5-8hrs a month at ~\$25/hr for a total of \$2000-\$2400
 - ii. Tom had allocated \$1300
 - iii. After deliberation, it was decided that we would make an effort to find additional funds for the web presence elsewhere
 - iv. The working group on "web presence" will meet and resolve remaining issues
 - d. Sherry presented two options for the LAFH event
5. Action items

- a. Movies At the Park – no action taken and final preparations were to be moved to the working group
 - b. LAFH Event
 - i. Concerns were brought up about both the potential cost of the event and the ability of the event to benefit Sherman Oaks specifically. There was an additional concern about whether it was right for SONC to provide funds to a non-profit.
 - ii. Raphael recused himself from the decision making process on this point due to the fact that his wife is a Program Coordinator for LAFH
 - iii. Tom asked for a decision as to whether funds should be allocated at the Finance Committee meeting for the event and that if a decision could not be reached, the proposal would be presented again to the Finance Committee
 - iv. Sherry suggested that there was no point in moving the proposal to the finance committee if consensus could not be reached within Outreach
 - v. Further discussion will be required on this topic
6. The meeting was adjourned at 10:16pm