

Committee Members

Outreach

Raphael Morozov, Chair
Neal Roden
Garett Ross
Jeff Hartsough
Sidonia Lax

CALIFORNIA



Sherman Oaks Neighborhood Council Outreach Committee Meeting

**January 18, 2017 6:30 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 6:30pm by Raphael Morozov, Chair
 - a. Present – Morozov, Roden, Ross, Hartsough, Ziff (arrived at 8:16pm)
2. Public comment on non-agenda items – none
3. Discussion Items
 - a. New committee members
 - i. Melissa Menard and Carolyn Cassovan have left the committee and Jeff Hartsough has been added as a permanent member
 - b. “Sherman Oaks 90” discussion
 - i. Options offered by the Sherman Oaks Chamber of Commerce were reviewed by committee based upon request from Treasurer
 - ii. Cost of banners is lower off Ventura Blvd.
 - iii. Desired number of banners, location and budget were discussed
 1. Committee indicated desire to participate in Sherman Oaks ’90 event
 2. Desired spend was \$1000 or below with a preference for the 180 days/2 banners option
 3. Ideal location appears to be Sepulveda Blvd or Van Nuys Blvd just north of Ventura
 - iv. Branding for banners needs to be discussed further.
 1. Committee expressed concern about the large Chamber of Commerce logo contrasted with small placement for SONC logo.
 2. Appropriate design/branding needs to be identified
 3. No vector-based logo file exists for latest SONC logo (used on the last set of “swag”)
 - c. “Hello to Spring” event
 - i. Event will be held March 18th as collaboration between Outreach and Green & Beautification committees
 - ii. 230 trees will be provided by LADWP
 - iii. Event will focus on more than just tree giveaway
 1. Stations with additional activities and presenters (to be identified by Green & Beautification committee) will include:
 - a. Tree People
 - b. LADWP

- c. 1 water LA
 - d. Rain barrel/mulch presentation?
 - e. California native trees presentation?
 - f. Kids station
 - iv. Concern was brought up about whether non-Sherman Oaks residents would benefit from event
 - 1. Advertising will attempt to focus on Sherman Oaks residents
 - v. Instead of a line, a ticketing system will be used to give away trees
 - 1. Participants will come to SONC table to get tickets and will be called up by number
 - a. This will allow us to speak about SONC, ask for email list sign-up, etc
 - 2. While waiting for their number to be called, participants will interact with other stations
 - vi. Tasks
 - 1. Investigate availability of pop-up tents – Jeff
 - 2. Find out if chalk-art is allowed by park – Jeff
 - 3. Find DJ – Garrett
 - 4. Ask Tom about flier design – Raphael
 - 5. Online advertising for event – Raphael
 - 6. Food/refreshments – Neal
 - a. Fruits/vegetables/water/cookies/paper goods
 - 7. Work with Green & Beautification on saplings for kids’ station – Raphael
 - 8. Work with Green & Beautification to finalize presenters – Raphael
 - 9. Fill out event form – Raphael
 - 10. Contact David Ryu office to invite him to event – Ron will speak with Jill
 - d. Summer movie series
 - i. Raphael spoke with Guy from FilmLA.
 - ii. FilmLA is able to once again help support a summer movie for SONC
 - 1. An event after July 1 will have highest possibility of financial support from FilmLA due to their budget cycle
 - iii. Possibility of food trucks should be investigated once again
 - iv. Idea of having 3 separate events (July/August/September) as a “summer series” was discussed
4. Action items
 - a. **ACTION ITEM** – Approve Budget of up to \$2000 for marketing materials, refreshments, entertainment and activities for “Hello to Spring” event
 - i. **Approved unanimously**
5. The meeting was adjourned at 8:47pm