#### **Committee Members:**

Sarah Manuel – Chair Kira Durbin Jeffrey Hartsough Gil Imber Neal Roden Harold Shapiro

Alternates Marcus Zimmerman Hayden Ranshaw Levon Baronian Sidonia Lax Sue Steinberg

# CALIFORNIA



### Sherman Oaks Neighborhood Council Outreach Committee Regular Meeting Agenda

Tuesday, February 18th, 2020 7:00 p.m.

## David Ryu CD4 Sherman Oaks Field Office 14930 Ventura Boulevard, Suite 210 Sherman Oaks, CA 91403

#### SHERMAN OAKS NEIGHBORHOOD COUNCIL

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OR CONTACT

Department of Neighborhood Empowerment linked through our website under "Resources"

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# **AGENDA -- Minutes**

- 1. Call to Order and Welcome @ 7:09
- 2. Roll Call and Introductions -- Neal Roden, Harold Shapiro, Kira Durbin, Hayden Ranshaw, Sarah Manuel -- Absent Gil Imber, Jeffrey Hartsough
- 3. Approval of Prior Meeting Minutes
  - □ January 21st, 2020 Minutes -- approved.
- 4. Chair's Report

- 5. Public Comment: Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction N/A.
- 6. Discussion
  - a. Discussion SONC Website -- updates from Gil Imber & Harold Shapiro. Create guidelines for website editing & job description.
    - 1. Next steps include Harold Shapiro -- write up 10-20 question grading scale. Include key website requirement components and costs.
    - Schedule Website vendor special presentation meeting for March/April.
      -- Harold Shapiro -- will email committee members & vendors to coordinate meeting time for special public meeting.
  - b. Discussion Newsletter
    - 1. SONC Newsletter Editor -- assign committee members: \_\_\_\_\_\_ and \_\_\_\_\_. Kira Durbin & Sarah Manuel
    - 2. Prepare newsletter: identify structure, publication cycle and schedule deadlines for submissions. Create guidelines for Newsletter & job description.
    - 3. Include events/meeting in community, SONC Committee meetings and any'all other submissions deemed appropriate.
    - 4. Set-up SONC Newsletter submission email and auto-response. "Thank you for your submission. We will consider it for publication. For more information about SONC visit ShemanOaksNC.org." Use <u>NewsletterSubmissions.SONC@gmail.com</u> and create password. Email information to committee members so there can be multi access and submissions organized by Newsletter Editors.
    - 5. Sarah Manuel will request Committee chairs to submit 2-4 sentence summary report for the Newsletter. Outreach will include publication cycle, request key event dates and any other pertinent information.
    - 6. Upon Newsletter completion submit to SONC President in PDF format. Deadlines to be scheduled.
  - c. Discussion Possible 2020 Outreach events and opportunities
    - Spring Tree Giveaway Volunteer Coordinator Assignment -- Committee Member:\_\_\_\_\_\_ - Neal Roden
    - Send out Volunteer Sign-up Sheet for Spring Tree Giveaway to SONC Board members. Include Uniform request -- SONC Royal Blue Polos & Name Badge. Write up blurb on what to expect. Board member attendance template on Outreach Google Drive -- "Spring Tree Giveaway Sign-up".

- Sarah Manuel & Jeffrey Hartsough: Identify and schedule additional vendor participation. Ie. VNSO Aquatic Center, Sherman Oaks Library Rep, Census Liaison. Energy conservation -- LADWP
- Finalize Spring Tree Giveaway SONC Branded Items: Succulents, Book marks, customized seed packets, potting shovels, other suggestions? Harold Shapiro will price out items.
- d. Discussion regarding stakeholder engagement and stakeholder communication with elected officials and agencies.
  - 1. Assign Social Media Correspondent assigned Committee Member --

Kira Durbin. We need to reclaim SONC Twitter account. Sarah Manuel will follow up with former SONC Executive Board officers Ron Ziff & Jill Banks.

- Post on social media platforms --Promote 11- day Election @ Locator.LAVotes.net Register for Empowerla ENS @ <u>www.LAcity.org/subscriptions</u> Renter's Rights Workshop -- Feb 20th, 2020 --Chamber of Commerce Health Fair at Westfield - March 28th, 2020 Census -- April 1st, 2020
- e. Stakeholder Engagement Workgroup Series --Carryover to next meeting 3/17/2020.
  - 1. Identify stakeholders & commitment barriers
  - 2. Discuss solutions & implement new outreach methods
  - 3. Discussion possible ways to help educate and empower stakeholders in efforts to avoid misconceptions and help direct them to the correct public official.
  - 4. Sarah Manuel will challenge SONC Committee Chairs to come up with at least one community outreach event for 2020 and coordinate efforts with the Outreach Committee. Dates pending -- follow-up monthly.
- 7. New Business Introduction topics for consideration of the Outreach Committee at future meetings -- ACTION ITEM. VOTING REQUIRED.
  - a. Summer Movie Series
    - 1. Select 3 Movies for the Summer Movie Series Carryover to next meeting
    - 2. Select Summer Movie Series Dates
    - 3. Marketing done by April 1st, 2020.
  - b. Branded Outreach Materials -- Action Item Vote Required.
    Request to approve additional funds for branding materials for both the Spring Tree Giveaway, Summer Movie Series, Sherman Oaks Street Fair & SONC Board meetings. A motion to request additional funds for Branded Outreach Materials from the previously approved amount of \$1250 from July 8th,2019 Board Meeting to an additional \$3000. Motion made

by Sarah Manuel. Seconded by Harold Shapiro. Vote - Yes - 4, No - 0, Abstain - O. Committee approved.

- 8. Announcements on items within the SONC Outreach Committee's jurisdiction
  - Image: Next Meeting, Tuesday, March, 17th, 2020 CD4 Office
  - Spring Tree Giveaway, March 21st, 2020 VNSO Park
- 9. Adjourn 9:09pm

Submitted: Sarah Manuel 12:45p 2/19/2020