

## 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 Minutes**

**Tuesday, July 21st, 2020  
 7:00 p.m.**

**Virtual Meeting**

SHERMAN OAKS  
 NEIGHBORHOOD  
 COUNCIL

P O Box 5721  
 Sherman Oaks, CA  
 91413  
 (818) 503-2399

[www.shermanoaksnc.org](http://www.shermanoaksnc.org)

OR CONTACT

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

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IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17, 2020) AND DUE TO CONCERNS OVER COVID-19, THE BOARD OF SHERMAN OAKS NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ENTIRELY TELEPHONICALLY.

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**PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS** The public is requested dial \*9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

*The Neighborhood Council system enables meaningful civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, comprised of stakeholder volunteers who are devoted to the mission of improving our communities.*

## AGENDA

1. **Call to Order and Welcome** 7:32pm
2. **Roll Call and Introductions** *Kira Dubrin, Gil Imber, Harold Shapiro, Sarah Manuel - present. Neal Roden, Jeffrey Hartsough -absent. Alternates, Hayden Renshaw - absent. We had a quorum.*
3. **Approval of Prior Meeting Minutes**
  - ☐ **June 16th, 2020 – Minutes.** *Seconded by Harold Shapiro. Roll call vote: Kira Dubrin, Gil Imber, Harold Shapiro, Sarah Manuel -- yes. 0-nays or abstentions. Minutes approved.*
4. **Chair's Report: 5 minutes**
5. **Public Comment:** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction
6. **Web Vendor Selection: ACTION ITEM. VOTE REQUIRED.**
  - a. **A motion to approve Webcorner as the Sherman Oaks Neighborhood Council's website vendor. The Outreach committee has spent one year of surveying design and functionality of 15 other Neighborhood Council websites, collecting and comparing the data to Sherman Oaks Neighborhood Council's website, leading to a thorough list of guidelines for vendors to accurately quote and address how each guideline will be met. Webcorner has provided a quote and presentation that supports all of Sherman Oaks Neighborhood Council's**

**website guidelines. Please see supported documents including “Survey of NC Answers” and “Website Requirements”. ACTION ITEM. VOTE REQUIRED.**

*Seconded by Harold Shapiro. Roll call vote: Gil Imber, Harold Shapiro, Sarah Manuel -- 3 yes. 0-nays, Kira Durbin, 1- abstention. Motion passes.*

**7. Discussion: 5-10 minutes per topic**

- a. Discussion -- In response to creating a liaison program within each committee, can we consider each committee to assign one member to provide the reports, campaigns and initiate collaboration between Outreach and the other various SONC Committees?

- b. Discussion – Committee Campaigns Google Form

1. Committee Campaign Google Form

- a. Addresses Event, Time, duration of campaign. Etc.

*Add multiple selection within multiple Social Media Choices. Fran to help assist Social Media campaigns. Address URL issues -- can you auto populate “http:”?*

- c. Possible 2020 Outreach events and opportunities

1. Helping out our homeless neighbors

- a. Care kit distribution

- i. Items included: 1 Face mask, 1 drawstring bag, other?

- ii. Who will distribute?

- iii. When?

*Research who is actively doing outreach to collaborate. Ie. Selah, CD4 Careteam, Hope of the Valley, partner to deploy care kits. Project Room key is at capacity. Follow up with Michael de Lazzo from Studio City. Alexandria awaiting Joanne corporate follow up for larger mask donation for our income vulnerable families.*

- b. Food Drive

- i. Location

- ii. Partnerships? Hope of the Valley & CD4

*Research private organization to partner with. What foods do they need? Who will load up their vehicles and drop off donations to organization? Reach out to food pantry in Noho, LA Food Bank, Fleet LA and see what they recommend and if they establish interest in collaborating. Where can we host it? Look further into Freedged and how the program to work in our community. \$135 to clean and load. \$30 to run monthly. - Rec center already has fridge. Reach out to see if there is interest post quarantine.*

2. Succulent Giveaway

- a. What are the guidelines to be eligible for Giveaway?

- b. Arrange drivers

- c. Create Google Form

- d. Who will make the “Care for me” card?

*Harold to draft “Care for me Cards” Sarah to print. Assemble deployment boxes for 10 succulents per household. Gil produce sweepstakes entry form. Harold to send Sarah photos of Succulents. Sarah to design promo card. Receive entries*

*until August 11th. Alexandria, Pamela and Sarah to drive and distribute succulents. Gil to organize address entries and divide S.O. in 3 quadrants equally. Alexandria suggests making flyers to distribute to stakeholder grocery stores, event retail, coffee shops, Include tear away tag info on bottom and scan code for the tech savvy. Sarah to design. List upcoming web event info. Sarah to follow up with Jeffrey regarding business cards.*

d. Discussion – Newsletter

1. Feedback

- a. ADA Compliance -- issue resolved with Constant Contact
- b. What is SONC? See attached information. Draft updated Mission Statement. Present to Executive Committee. *Tabled for next meeting. Remember to upload supporting document.*
- c. Font size and template design

*Identify clear deadlines for work load. Ie. 20th Content Deadline. 25th Final Draft Copy Edit. 27th Final Executive Approval. 1st of the Month - Send out Newsletter.*

2. Identify Structure

- a. Message from the President
- b. Board Meeting Save the Date
- c. Public Officials
- d. Community Listings
- e. Committee Updates
- f. FAQ -- based off of community inquires upon each distribution
- g. Other topics -- Historical Facts with Tom Boolay. "Hindsight 20/20 with Hayden", "Growing up in the Oaks", other segment title ideas?

*Resident feature -- call for submissions from residents. "Do you have a story about Sherman Oaks? Lived here since you were born? Your community would love to hear your personal story how Sherman Oaks has rooted into your life?" Include in upcoming newsletter. Tom Boulet to present 20 minute historical power point presentation next meeting. Efforts to bridge the history of Sherman Oaks with the present and future. Tom to decide length of segment and determine commitment per newsletter. More to come! Kira presented idea to also interview residents. Perhaps combine the two ideas and see if we receive entries. Kira will connect Sarah to Karen, S.O. Public Librarian. We want to know how to get out their info, place tri fold at library, get on their newsletter as a part of continuous Outreach instead of including a flyer with every hold pick-up. Design Tri Fold Display -- find locations to display. Include scan code.*

3. Harold will Copy Edit

- e. Discussion regarding stakeholder engagement and stakeholder communication with elected officials and agencies.

**8. New Business** – Introduction topics for consideration of the Outreach Committee at future meetings: **5 - 10 minutes**

a. Stakeholder Workshop Web Series

1. How to get involved with the Sherman Oaks Neighborhood Council
2. How can the Sherman Oaks Neighborhood Council help you?
3. Who is it for?
4. How do we promote it?
5. When?
6. Who is involved?

*Simply concept of how to's on graphic cards. Do one for SONC, request content info from committees. Do one for each committee. Sarah to design, present to committee. Post by September.*

b. Wellness Web-Event

1. When?
2. Who is involved?
3. Who will make the graphic card?
4. How will we promote?

*Follow up with LAWorks, costs? How can we collaborate? Joe- Yoga Session, Sarah- Pilates Session, Kira - Acting Session? (Sarah threw this in), Alexandria to follow up with teachers and see who would be interested. Rec Center Aquatic Center hosting weekly work out series. Follow up with Monique.*

c. Drive-in Movies

1. When?
2. Where?
3. Who is involved?
4. Who will make the graphic card?

*Follow up with Fran re:Chamber of Commerce involvement and how SONC can advertise at Drive in. Committee encouraged to attend to see how it works and if we can do the same if we are limited by social distancing and stay at home order for our postponed summer movie series at the park. More to discuss.*

*Kira presented the concept of SONC hosting a Town Hall with David Ryu and Nithya Raman. Promote to the public to submit questions to candidates to discuss.*

*Brainstorming on moderator recommendations. Followed up with Jeffrey for first steps. Want to host in Sept.*

**9. Announcements** on items within the SONC Outreach Committee's jurisdiction

📅 **Next Meeting, Tues, August 18th, 2020, 7pm**

## 10. Adjourn

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