

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

Alternates
 Pamela Harris
 Alexandria Naseef
 Hayden Ranshaw
 Marcus Zimmerman

CALIFORNIA



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

**Tuesday, November 17th, 2020
 7:00 p.m.**

**Virtual Meeting
 Minutes**

SHERMAN OAKS
 NEIGHBORHOOD
 COUNCIL

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OR CONTACT

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

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Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Gil Imber Gil.Imber.SONC@gmail.com o por correo electrónico www.ShermanOaksNC.org para avisar al Concejo Vecinal.

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.

Every person wishing to address the Board must dial US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or 888 475 4499 (Toll Free) or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free) and enter "134129" and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

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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 Chair, Sarah Manuel, *called to order at 7:02pm*

2. Roll Call and Introductions Chair, Sarah Manuel, Committee Member, Gil Imber

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

Alternates

Marcus Zimmerman, absent
Hayden Ranshaw, absent
Pamela Harris, late arrival
Alexandria Naseef, present

3. Administrative Motions:

A. Approval of Prior Meeting Minutes

- i. October 20th, 2020 – Minutes -- *Minutes approved by Gil Imber and seconded by Neal Roden. Roll call vote,*

Sarah Manuel – Chair, approved
Kira Durbin, abstention
Jeffrey Hartsough, absent
Gil Imber, approved
Neal Roden, approved
Harold Shapiro, approved

Alternates

Marcus Zimmerman, absent
Hayden Ranshaw, absent
Pamela Harris, approved
Alexandria Naseef, abstention

5 -- Approvals
0 -- Denials
2 -- Abstentions
0 -- I/E
3 -- Absences

- 4. Public Official Comment: 2 minutes each** *Comments by public officials*
Moving on to Agenda Item 4. Do we have any public officials wishing to speak? If so, please raise hand on the attendee list or press star 9 if you are on your telephone. You will have 2 minutes each.

Jessica, Nithya Raman's staff -- Jessica@NithyaforthetheCity.com -- spoke about strategic planning, organizing staff and new systems in place to prepare for CD4.

- 5. Public Comment: 2 minutes each** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction
- 6. Chair's Report: 5 minutes**
- 7. Neighbor Assistance Program (10 minutes)** Marcus Zimmerman, *Deferred to next meeting due to absence.*
- A. Project Lead Report
 - B. Advertising
 - C. Call for Action
 - D. How can the committee support you?
- 8. Discussion - Outreach Committee (10 minutes)**
- A. What is your vision for the Outreach Committee?
 - B. What programs do you want to start, develop and lead?
 - C. Questions regarding protocol for a working group?
 - D. Categorizing an Activity vs. an Event
 - E. Other opportunities for community involvement to consider, blood drive, hygiene kit drive, blanket drive
 - F. General Map out of 2021 Year
- Committee members shared their comments including: K. Durbin: Survey to the community, host a housing rights workshop, envisions a navigation*

center/storefront for accessibility for community resources. Build a community for everyone. Improve and advocate for cycling infrastructure. H. Shapiro: Focus on projects benefiting the neighborhood. Implement for virtual options. Request for a standing report for Social Media. Look into Virtual activity - movie series, what are the public domain movies, what businesses are willing to participate to promote goods & services. G. Imber: Acknowledges Next Door impressions and how posts can be diluted. Focus on Web Corner and Communications. Interested in developing a Virtual Movie experience and will provide musical sample to coincide with public domain movie. P.Harris: How to increase Outreach's effectiveness. How do we get involved with community members experiencing homelessness. Supporting subcommittee/development of Human Services. Be effective, be patience, be heard, be transparent. Make a larger impact. A.Naseef: Supports Survey & development of a Navigation center. Outreach to business and supply QR code-laminated flier. Stakeholder education and bring more resources to the community through technology and safely. N. Roden: Election, we lost momentum, NC's still struggling to get the word about what we do, how we can help and other resources. NC's still struggle to improve attendance. NC's to still have challenges and opportunities to improve. Other ideas from committee: CleantheWorld.org, Jeffrey to supply business cards, Neighborhood Clean Up, Virtual Movie Series: One movie for kids and one for educational purposes, Filmmaker and Actor Movie exclusive with Marsha Hunt.

9. Discussion of SONC Election: 30 minutes

- A. Election Quote Updates
- B. Review Press Kit Drafts
- C. Consideration of Video Testimonials from the Board and Public
- D. Updates on Election protocol from SONC's VP's
- E. Launch Jan 2021 - July 2021
- F. What key elements do we want incorporated?
 - a. Resources how to's -- who are your representatives?
 - b. Parliamentary training?
 - c. Motions - how to write them and understand them?
 - d. Brown Act Expert?
 - e. And?
- G. Assign content creator and draft promo verbiage.

H.Shapiro to collect video content - testimonials from Board & committee members, Pamela to update Vendor with QR code, 3 day lead time for printing yard signs. Draft Promotional content to launch for filing period Jan 9th - Feb 23rd.

10. Food Drive Series Co-sponsorships Discussion: 30 minutes

- A. Project Lead Updates
- B. What is the goal?
- C. Is this a one-time Food Drive or multiple Food Drive series?
- D. When? October 2020-July 2021 Dates
- E. Who is involved? Non-profits involved?
- F. How much will it cost to produce promotional materials and to promote on SONC's social media platforms?
- G. Who will draft the promotional content?

Hold on planning stages til after the New Year. Seeking clarity of food collection, transfer time and delivery for NHIFP.

11. Discussion of Outreach Meeting Regular and Sub-committee schedule for 2021

- A. Outreach Subcommittee Human Services January 19th, 7pm (3rd Tuesday)
- B. Outreach Communications Regular Meeting February 2nd, 7pm (1st Tuesday)
- C. Review of DRAFT -- Mission Statement for Subcommittee Human Services

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

- A. Presentation discussion for Green New Deal Tool Kit
- B. Other items for consideration for next Agenda(s)

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

- ☑ **Final Meeting of the Year, Special Meeting, Tues, December 1st, 2020, 7pm**
- ☑ **Outreach Committee Regular Meeting cancelled in December**
- ☑ **Next Outreach Meeting, January 19th, 2021**

15. Adjourn @ 10:02pm

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