

Committee Members:  
 Sarah Manuel – Chair  
 Kira Durbin  
 Pamela Harris  
 Jeffrey Hartsough  
 Gil Imber  
 Hayden Renshaw  
 Neal Roden  
 Harold Shapiro  
 Marcus Zimmerman

CALIFORNIA



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

**Tuesday, September 21st, 2021  
 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"

**To access this Virtual Meeting on the Zoom Platform:**

**Webinar ID: 836 2315 4607**

**Cut and Paste: <https://us02web.zoom.us/j/83623154607>**

**Telephone: 1-669-900-6833, enter 836 2315 4607 #**

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Stacey.Segarra.Bohlinger.SONC@gmail.com o por correo electrónico [www.ShermanOaksNC.org](http://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.

**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** Chair, Sarah Manuel
2. **Roll Call and Introductions** Chair, Sarah Manuel, Committee Member, Gil Imber
3. **Administrative Motions: ACTION ITEM. ROLL CALL VOTE REQUIRED.**
  - A. Approval of Prior Meeting Minutes
    - i. July 20th, 2021 – Regular Meeting Minutes --  
**ACTION ITEM. ROLL CALL VOTE REQUIRED.**
4. **Chair’s Report: 3 minutes**, Sarah Manuel
5. **Project Updates & Discussion (20 minutes)** *Please see supporting documentation between Agenda pages 2 - 10.*
  - A. Working Group - Kira Durbin, Pamela Harris
  - B. Website & Stakeholder Committee Interest Form - Harold Shapiro, Gil Imber
  - C. Newsletter, The Ziff Flyer & Social Media Platform Metrics - Sarah Manuel
  - D. Branding Kit - Sarah Manuel
  - E. Community Clean Up - Neal Roden
  - F. Movies in the Park/ Virtual Movie Experience - Jeffrey Hartsough

*Supporting Documentation for Agendized Items 5.A-F.*

5.B. [Link to SONC Committee Interest - Stakeholder Form created by Gil Imber](#)



## SONC Committee Interest - Stakeholder

The Sherman Oaks Neighborhood Council (SONC) encourages public participation and stakeholder involvement in committees. If you are a Sherman Oaks stakeholder—defined as a resident, business/property owner [or worker who conducts business in Sherman Oaks], or someone who has a community interest in a Sherman Oaks organization such as a religious center, school, park, or nonprofit—you are eligible to join a committee.

If you are interested in participating in a SONC committee, please complete this form.

Your LAST Name: \*

Your answer

---

Your FIRST Name: \*

Your answer

---

How are you a stakeholder of Sherman Oaks?

This stakeholder attestation seeks to discover your connection to or affiliation with the Sherman Oaks community.

- Resident (I live here)
- Business (I own land/a business or work here)
- Community Interest (I participate with a religious center, school, nonprofit, etc. here)
- Other: 

---

Are you currently a member of a SONC Committee? \*

Yes

No

If you are currently on a Committee, what Committee(s) are you a member of?

If you are presently listed on the roster of one or more committees, indicate which committees you are on. If you are not on any committees, skip this and the next question.

Education

Finance

Government Affairs

Green & Sustainability

Outreach

Planning and Land Use (PLUM)

Vision (Sub-Committee of PLUM)

Public Safety

Traffic & Transportation

Regardless of whether you presently serve on a SONC Committee, what Committee(s), going forward, would you be interested/would like to sit on? If you are currently on a committee(s) and wish to continue on this committee, please select that committee(s) as well. \*

For example, if you currently serve on Outreach Committee and have interest on joining Public Safety AND continuing to serve on Outreach, you would select both the Public Safety and Outreach boxes. You may write in a committee name under the "Other" option.

- Animal Welfare
- Education
- Finance
- Government Affairs
- Green & Sustainability
- Homeless Outreach / Human Services
- Outreach
- Planning and Land Use (PLUM)
- Vision (Sub-Committee of PLUM)
- Public Safety
- Traffic & Transportation
- Other: \_\_\_\_\_

**Stakeholder Statement**

Use this section to describe yourself, your Sherman Oaks interests, why you would like to participate with SONC and on the particular committees you identified above, and if you have expertise or interests that would prove relevant for your service on a committee.

Your answer

---

**Submit** Clear form

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms

*5.C. Constant Contact Metrics*

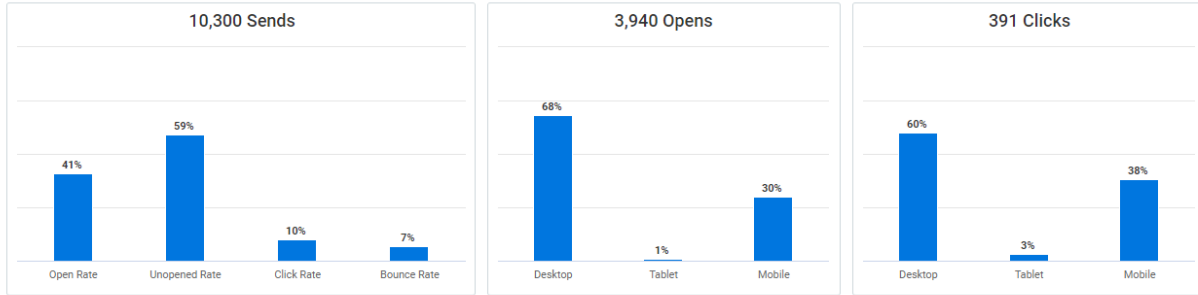
Sherman Oaks Neighborhood Council  
 Outreach Committee Meeting Agenda  
 September 21st, 2021  
 Page 7

Past 60 Days ▾

**Overview**

A look at some of your top emailing stats during this time.

Download As ▾



**Trends**

Check out how your numbers compare over time.

<b>Your open rate:</b>	41%	<b>Your click rate:</b>	10%
vs. previous 60 days	+6% ▲	vs. previous 60 days	-2% ▼
vs. industry average	+18% ▲	vs. industry average	+8% ▲

**Improve open rates**

Open rates are most impacted by your subject lines. [Learn how to craft engaging subject lines that get more opens.](#)



← Previous   Next →

**Improve click rates**

Make sure you always deliver on the promised content when a customer clicks through. Be careful not to mislead with empty promises.



← Previous   Next →

**Campaigns Sent from Jul 19, 2021 - Sep 17, 2021**

See how all your campaigns performed during the selected time range.

Table   Graph

3 Items   Export All   Compare Selected

Search by Campaign Name

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Fri, Sep 10, 2021, 9:32 AM	SONC Special Edition Newsletter: September 2021, Issue 9.5	3,421	1,246 38%	62 5%	184 5%	15 0.4%
<input type="checkbox"/>	Wed, Sep 1, 2021, 5:01 PM	SONC Newsletter: September 2021, Issue 9	3,432	1,376 43%	159 12%	262 8%	11 0.3%
<input type="checkbox"/>	Mon, Aug 2, 2021, 10:06 AM	SONC Newsletter: August 2021, Issue 8	3,447	1,318 41%	170 13%	248 7%	14 0.4%

Show 50 ▾

< Page 1 of 1 >

**5.C. Facebook Social Media Metrics**

Sherman Oaks Neighborhood Council  
 Outreach Committee Meeting Agenda  
 September 21st, 2021  
 Page 8

Pages to Watch


Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. Add Pages to get started.

Add Pages

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Sherman Oaks Neighbo...	815	▲100%	60	85

Suggested Pages to Watch

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares


Published	Post	Type	Targeting	Reach	Engagement	Promote
09/17/2021 3:07 AM	 How Can Basic Income and Health Care Prevent the Next Crisis?			3 	0 0	Boost Post
09/17/2021 2:47 AM	 RuPaul Wins Big at 2021 Creative Arts Emmys (Complete Winners List)			3 	0 0	Boost Post
09/17/2021 2:40 AM	 2021 Creative Arts Emmys Winners, Night 1 (Complete List)			4 	0 0	Boost Post
09/17/2021 1:52 AM	 Here's Who's Performing at Global Citizen Live in Los Angeles & How to			4 	0 0	Boost Post
09/17/2021 1:51 AM	 Mixed-use project topped out next to North Hollywood Station			10 	2 0	Boost Post

See All Posts



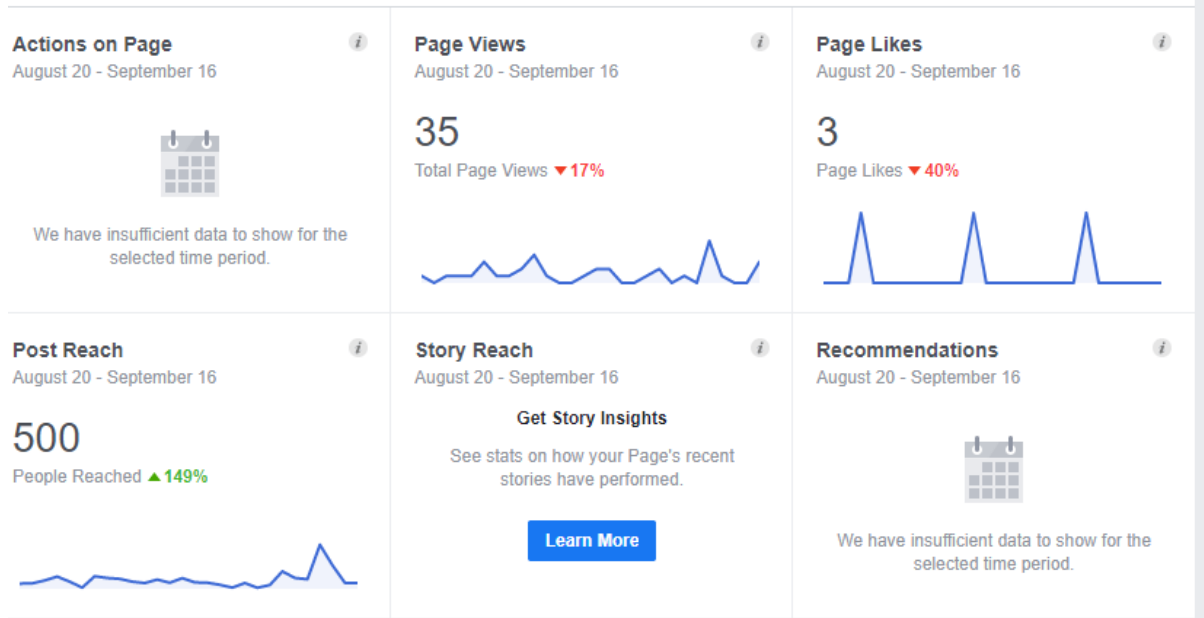
Sherman Oaks Neighborhood Council  
 Outreach Committee Meeting Agenda  
 September 21st, 2021  
 Page 9



 **Ad Results Have Moved**  
 All the info you're used to seeing, and more, is now in Ad Center. [Learn More](#) [Visit Ad Center](#)

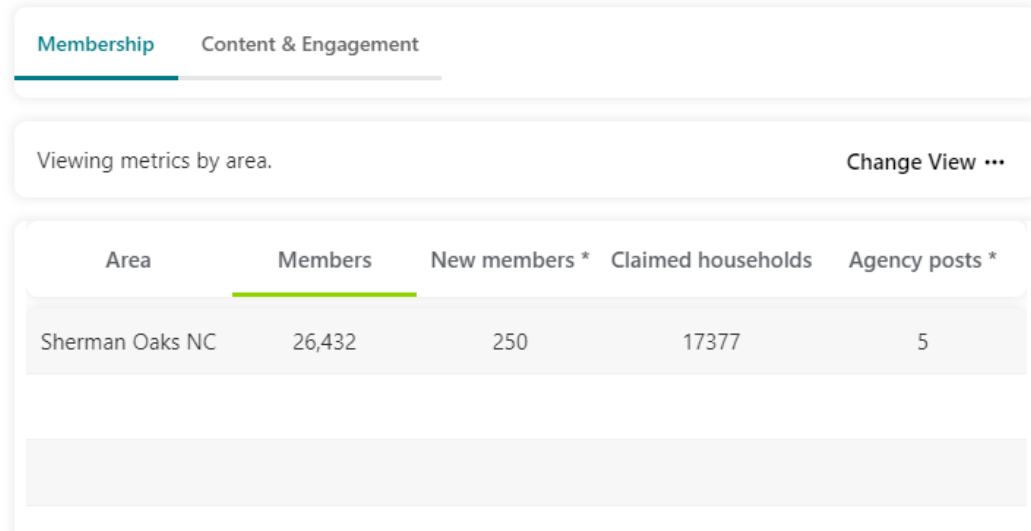
**Page Summary** Last 28 days ↕ Export Data ⬇

Results from Aug 20, 2021 - Sep 16, 2021  
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. ■ Organic ■ Paid



5.C. NextDoor Social Media Metrics

## Metrics



6. **Public Official Comment: 2 minutes each** *Comments by public officials*
7. **Public Comment: 2 minutes each** *Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.*
8. **Discussion of SONC's Bylaws RE: submitting supporting documentation within the agenda and other recommendations from committee and Board members.**
9. **New Business** – Introduction topics for consideration of the Outreach Committee at future meetings: **(5 minutes)** *Public Comment for each sub-agendized item.*
  - A. Other items for consideration for next Agenda(s)
  - B. Scavenger Hunt -- Get to know your neighbors and the neighborhood.
  - C. Holiday Drive in December
  - D. Painting in the Park
  - E. Activities and Events
10. **Announcements** on items within the SONC Outreach Committee's jurisdiction  
**The Valley of Change - 2nd Saturday of the Month**  
**Next Outreach Meeting, October 19th, 2021, 7pm**  
**NHIFP is seeking volunteers, Email Barbara @ bjavitz@gmail.com**  
**LA Works is always looking for Volunteers**
11. **Adjourn**

**THE AMERICAN WITH DISABILITIES ACT** As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: [NCsupport@lacity.org](mailto:NCsupport@lacity.org)

**PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [www.ShermanOaksNC.org](http://www.ShermanOaksNC.org) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please email at: [Stacey.Segarra.Bohlinger.SONC@gmail.com](mailto:Stacey.Segarra.Bohlinger.SONC@gmail.com).

**PUBLIC POSTING OF AGENDAS** – Neighborhood Council agendas are posted for public review as follows:

- Sherman Oaks Martin Pollard Branch Library 14245 Moorpark St, Sherman Oaks, CA 91423
- [www.ShermanOaksNC.org](http://www.ShermanOaksNC.org)
- You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions>

**RECONSIDERATION AND GRIEVANCE PROCESS** - For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website [www.ShermanOaksNC.org](http://www.ShermanOaksNC.org)