

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 DRAFT Minutes**

**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

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 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, *meeting commenced at 7:02 by Chair, Sarah Manuel.*
2. **Roll Call and Introductions** Chair, Sarah Manuel, *Roll call was conducted by Chair, Sarah Manuel. Present: Kira Durbin, Pamela Harris, Gil Imber, Hayden Renshaw, Neal Roden, Harold Shapiro, Sarah Manuel. Absent: Marcus Zimmerman, Jeffrey Hartsough. We had a quorum of 7.*
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.

A motion was presented and approved by Harold Shapiro and Seconded by Pamela Harris in approval for the regular Outreach Meetings Minutes on July 20th, 2021. Roll Call Vote was conducted by Chair, Sarah Manuel. Approvals: Gil Imber, Pamela Harris, Hayden Renshaw, Neal Roden, Harold Shapiro, Sarah Manuel. Disapprovals: 0. Absences: Jeffrey Hartsough, Marcus Zimmerman. Abstentions: Kira Durbin. The motion passes with 6 approvals.

4. **Chair's Report: 3 minutes**, Sarah Manuel
A report was given by Chair, 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

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Google Forms

5.C. Constant Contact Metrics

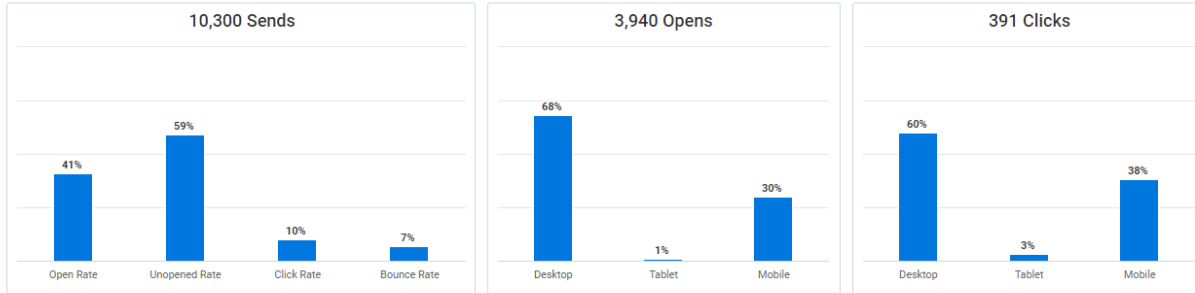
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Past 60 Days ▾

Overview

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

Download As ▾



Trends

Check out how your numbers compare over time.

Your open rate:	41%	Your click rate:	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 ▾

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5.C. Facebook Social Media Metrics

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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

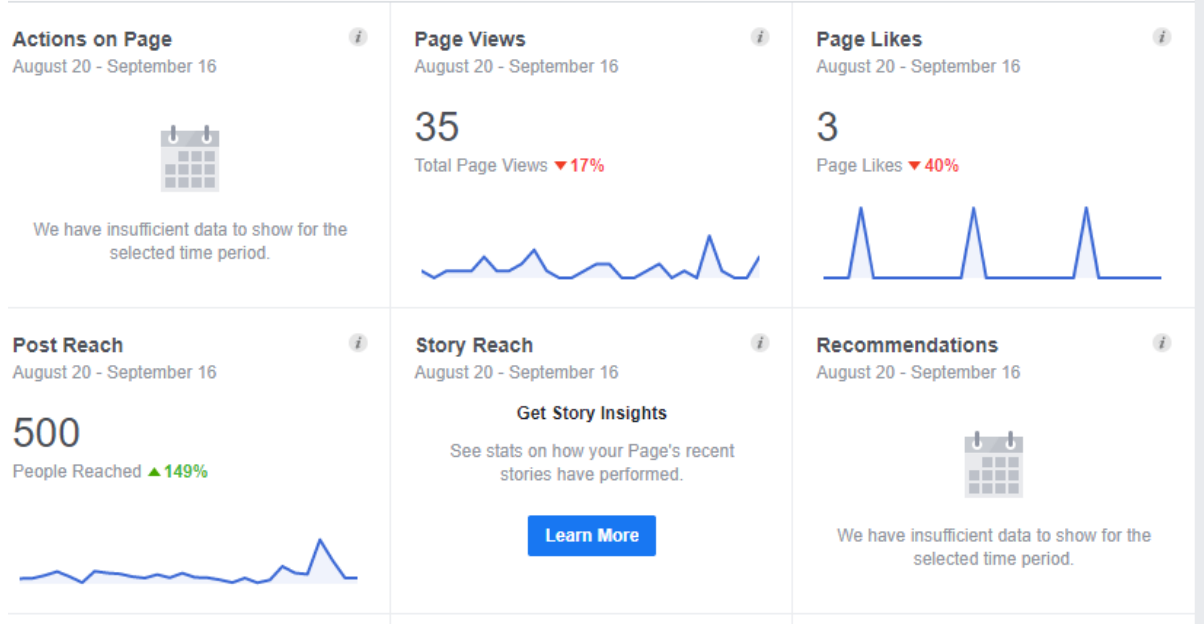
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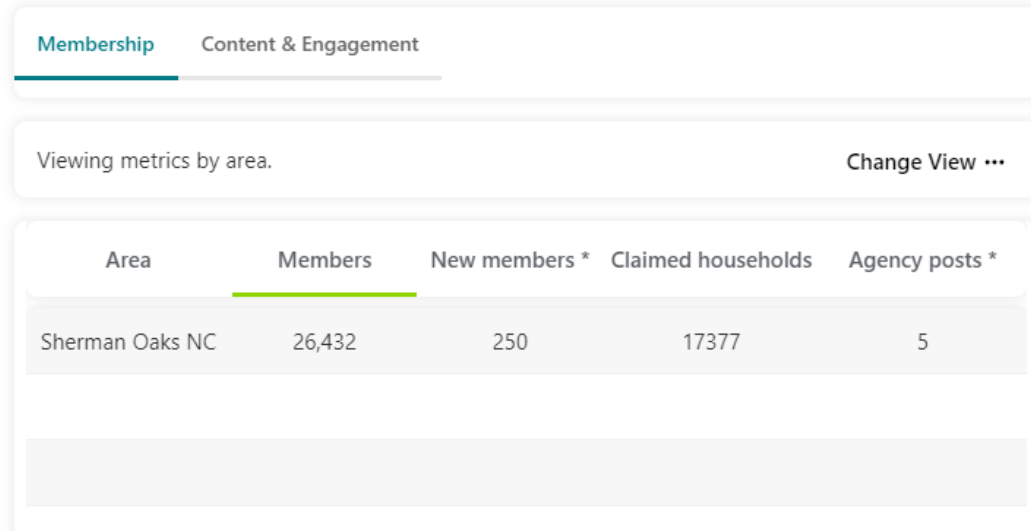
Page Summary Last 28 days ↕ Export Data ⌵

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



A discussion was held and no public comments were shared with each sub-agendized item.

6. Public Official Comment: 2 minutes each *Comments by public officials*
No Public Officials commented.

7. Public Comment: 2 minutes each *Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.*
No members of the public gave public comments.

8. Discussion of SONC's Bylaws RE: submitting supporting documentation within the agenda and other recommendations from committee and Board members.
This item was deferred to the next meeting and will be prioritized to the top.

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

A brief discussion was held and no public comments were shared with each sub-agendized item.

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 meeting was adjourned by Chair, Sarah Manuel at 8:33pm

The draft minutes have been respectfully submitted by Chair, Sarah Manuel, 9/28/2021 @ 3:45pm

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

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 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.

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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