

City of Los Angeles
CALIFORNIA



**Sherman Oaks
Neighborhood Council
Outreach Committee
Regular Meeting (Virtual)
APPROVED Minutes**

**Tuesday, August 16th, 2022
7:00 p.m.**

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"

Committee Members:

Harold Shapiro – Chair
Kira Durbin
Pamela Harris
Jeffrey Hartsough
Lindsay Imber
Caden Kang
Sarah Manuel
Neal Roden

**To access the original recording of this Virtual Meeting on the Zoom Platform:
Click or Cut and Paste:**

<https://us02web.zoom.us/rec/share/YENcY-t4TEBMn5pTGYBxUP3cy7h5LhOGA0CVhJTHXhulSkDvFZMB7c3xL3vnLWp3.JGbzqnDBc8DwW07d>

Meeting Minutes

- 1. Call to Order and Welcome** *The meeting was called to order at 7:09 PM and conducted by Outreach Chair Harold Shapiro*
 - a. Roll Call and Introductions

Present: Pamela Harris, Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah Manuel, Neal Roden, Harold Shapiro

Absent at roll call: Kira Durbin (1) but did arrive late

A quorum was achieved with 7 committee members present.
- 2. Administrative Actions:**
 - a. Approval of Prior Meeting Minutes

A motion to approve the July 19th, 2022 – DRAFT - Regular Meeting Minutes Moved by Lindsay Imber, seconded by Pamela Harris

Meeting minutes approved as presented, by unanimous roll call vote of all in attendance - 7 yes - Pamela Harris, Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah Manuel, Neal Roden, and Harold Shapiro. 0 no. 0 abstentions and 1 absent during vote - Kira Durbin.

- 3. Chair's Report:** *(taken out of order) Presented by chairperson Harold Shapiro (taken out of order at request of chairperson)*
 - a. Digital Media Policy training - 2 SONC Outreach Committee members participated in the July session offered by DONE. The recording of the session was not made available at time of this Outreach Meeting, but was promised. It was stated by Committee members that it will take a fair amount of effort to understand how to implement this policy successfully. The rest of the Outreach Committee was urged to enroll in one of the 2 remaining planned sessions. And all were also urged to begin complying with the policies now. It was also stated that all SONC Board members should take this training.
 - b. Business Cards - effort has completed successfully and the project is now closed.
 - c. Final Film Screening Summer Movie Series - Sing 2 - coming up this Saturday - volunteer sheet for signups distributed, could use additional volunteers.
 - d. Use of Non-Digital Outreach Platforms - Print media - Studio City/Sherman Oaks/Encino News included movie screening in their August issue. Also the LA Daily News. Committee members are requested to think about additional alternatives that SONC can leverage to facilitate community outreach and stakeholder communication.

- 4. Public Official Comment:** *(taken out of order at request of chairperson)*

Ryan Ahari - Field Deputy CD4 Council office - Alexandria Naseef and Brianna Thorpe from Community Education Team will be attending the upcoming August 23 Movie in the Park. Councilmember Raman will not be attending. Would like to partner with SONC on a future "Meet Your Council Member" event, one this year and one next year. And also a possible "Meet your politicians" event as well.

- 5. Public Comment:** *(taken out of order)*

Lionel Mares - Council District 6 - Sunday August 21st Ciclavia Event in Hollywood 9:00 am to 4:00 pm

- 6. Project Updates & Discussion** *(taken out of order)*

Public Comment was allowed for each sub-agendized item.

 - a. Summer Movie Series August screening - Sing 2 - Jeffrey Hartsough, all vendors are ready to go. The field light issue from the July screening has been escalated. New senior director of Rec & Parks for Sherman Oaks Van Nuys War Memorial park has been assigned. Sarah Manuel will bring lanterns to light the SONC tent when it gets dark. No more glow-sticks at upcoming screening, only safety lights.
 - b. 2003 Neighborhood Council Elections, Sarah Manuel - When talking to constituents at film screening, SONC volunteers should be soliciting potential candidates. November kickoff for city wide NC elections, but SONC candidate registration begins after the new year. Street Fair in October would be more of an

ideal time to do heavier solicitation of potential candidates. Jeffrey Hartsough will develop a simple printed flier to hand out at August movie screening.

c. & d. Utility Box Painting/Design & Street Banner Project - Pamela Harris & Harold Shapiro - Precious Ramirez, a Notre Dame High School senior, who created the original design, was present and the mockup sample street pole banner design was shown to her for input. Chairperson Shapiro asked if it was permissible to use her original design (or portions of it) for the Street Banners Project. Approval was granted. The Utility Box project is now awaiting final approval by LADOT. Still targeting to have the box painted and unveiled by October 16th date to coincide with the Street Fair. Banner catch phrases will be collected via email by Sarah Manuel. Per Ryan Ahari the formal Banner motion was agendaized for City Council approval through the CD4 team.

e. Sherman Oaks Street Fair - Jeffrey Hartsough - SONC Board approved a \$2000 expense to cover all costs. The tent with a table & chairs provided by the Chamber of Commerce will be in the \$800 range. Types of SWAG to be handed out at the fair that ties to the 20th Anniversary of SONC is being explored. Street Fair is Sunday October 16th. Will need volunteers to take 2-hour shifts. Volunteers that are committee members but not SONC Board members are also welcome to volunteer.

f. SONC Telephone messages using A.T.&T. Unified Voicemail - Harold Shapiro - system has been enabled to send automated emails to Executive Committee members with a .WAV audio file attached so that the phone messages can be played back on a PC or smartphone, in addition to the ability to log into a web portal and see the voicemail box visually. Messages are also being delivered to the sonc.newsletter@gmail.com mailbox. A triage process is needed to determine who and where to route calls to, and to ensure that someone is actually following up in a timely manner with the stakeholders who call in and leave messages for assistance. Jeffrey Hartsough agreed to be primary and said he would write up a procedure and collect and report on statistics. Harold Shapiro volunteered to be backup.

g. SONC website status - metrics were presented and reviewed

h. The Ziff Flyer - Constant Contact Metrics were presented and reviewed

7. Discussion of Social Media platforms.

Facebook, Nextdoor.com, Youtube, Twitter, Instagram and Patch metrics were reviewed and individuals who have been actively posting were identified.

Chairperson Shapiro mentioned that Social Media platform goals were to increase viewership, impressions, likes, postings, subscribership, etc. and that all Outreach Committee members should be active participants in this effort to raise awareness of SONC and to engage stakeholders using these tools/platforms. Kira Durbin said that she would check to find out how to get metrics from Twitter

8. New Business – Items for consideration for next Agenda(s) -

B. Lindsay Imber - Movie event in October should be conducted in the last week of month - Saturday Oct. 29th.

Jeffrey Hartsough - Will bring forth a motion at either the upcoming Finance or Executive Committee meetings to approve a budget for the 20th Anniversary Celebration in the amount of \$4900

Sarah Manuel, Lindsay Imber and Pamela Harris agreed to participate in a working group effort to develop plans for the 20th Anniversary Celebration

c. shredding event - suggested to hold off until after tax season or around earth day

d. Chair Shapiro raised the question and the Committee agreed to go dark in December

Sarah Manuel offered to host a holiday get together at her home for SONC Having a SONC representative at the upcoming SOHA meeting to promote the August 23rd Movie in the Park was discussed.

9. Announcements

- Sherman Oaks is on Flex alert due to the heat*
- Family Event in Griffith Park August 19th 4-7 pm Summer Celebration*
- Next Outreach Meeting, September 20th, 2022, 7pm*

10. Adjournment - meeting adjourned at 9:53 PM by chairperson Harold Shapiro

The draft minutes have been respectfully submitted by Harold Shapiro, 9/17/2022 @ 3:35pm