

Committee Members:

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

City of Los Angeles
 CALIFORNIA



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

**Tuesday, October 18th, 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"

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

https://us02web.zoom.us/rec/play/tvtT7Uul7_XxsnIY97-OfI3GJ5GQsuhZNR0EYhh3eCcMdb6PzgKe7IO_I_qBXPTlqqZcW0dof_TLgcpb.xNGVXIVCt-0g75vB?autoplay=true&startTime=1666144868000

Meeting Minutes

1. Call to Order and Welcome

- a. Welcome & Call to Order - *The meeting was called to order at 7:00 PM and conducted by Outreach Chair Harold Shapiro*
- b. Roll Call and Introductions

Present: Kira Durbin, Pamela Harris, Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah Manuel, Neal Roden, Harold Shapiro
A quorum was achieved with all 8 committee members present.

2. Administrative Actions:

- a. Approval of Prior Meeting Minutes
 A motion to approve the September 20th, 2022 – DRAFT - Regular Meeting Minutes
Moved by Neal Roden, seconded by Jeffrey Hartsough
Meeting minutes approved as presented, by roll call vote - 7 yes - Pamela Harris, Jeffrey Hartsough, Lindsay Imber, Caden Kang, Sarah Manuel, Neal Roden, and Harold Shapiro. 0 no. 1 abstention - Kira Durbin

- 3. Public Official Comment:** 2 minutes each Comments by public officials in attendance
Ryan Ahari - Field Deputy CD4 Council Office - provided updates on Sherman Oaks specific neighborhood events that will be occurring in October, November and December. Utility box painting situation also discussed - still waiting for alternative locations from LADOT.
- 4. Public Comment:** 2 minutes each Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.
There were no public comments.
- 5. Chair Report:** 10 minutes, Harold Shapiro
 - a. Digital Media/Communications policy compliance - *policy took effect October 4, 2022. Location of overview session presentation slides from Congress Of Neighborhoods was shared.*
 - b. *Reminder that Outreach will be going dark in December*
- 6. Project Updates & Discussion** (45 minutes) Please see supporting documentation. 2 - minute Public Comment will be permitted for each sub-agendized item.
 - a. SONC 20th Anniversary Celebration Event Planning - Oct. 29th - Sarah Manuel, Lindsay Imber, Pamela Harris
Working group presented details of plans. Co-hosting with CD4 and local schools (5 confirmed), family centric event with free movie, live performances, food trucks & carts, face painting, bubble artists, magician, trick or treating, bounce house, photo booth. Movie to start at 7:15 PM. Movie title choice is Tim Burton's "Nightmare Before Christmas". Volunteers needed to man various areas and handle specific roles. A Zoom meeting/recording is planned to prepare volunteers for their roles. Short video needed explaining SONC, to 'loop' on the movie screen before the film screening.
There was 1 public comment - from Paula Greene, Louis Armstrong Middleschool administrator - mentioned students performing 'Thriller' dance at the event.
 - b. SONC Sherman Oaks Street Fair Oct. 16th event recap - Jeffrey Hartsough - *Thanked committee and SONC members for their participation. Harold Shapiro requested assistance entering the 87 names collected into the subscription database - Neal Roden and Caden Kang volunteered. A discussion took place regarding best methods to utilize when approaching residents and stakeholders to engage in conversation at public events.*
There were 2 public comments - Alexia Guevera (expressed interest in volunteering at future events) and Lisa Petrus (was in favor of an educational video for SONC members on how to engage stakeholders).

- c. 2023 Neighborhood Council Elections - Sarah Manuel - *website is live with calendars and the workbook. Working group volunteers are still being solicited. Only 2 volunteers to date. Jeffrey Hartsough requested that Sarah do some outreach to SONC's DONE assigned election coordinator.*
 - d. Utility Box Painting/Design - Pamela Harris - *Could not have utility box painted in time for Street Fair. Looking at using a different box location now near Panda Express on Cedros & Ventura Blvd. in front of the Wells Fargo Bank. Pamela was requested to touch base with Precious Ramirez to inform her of status.*
 - e. Light pole banners project to promote SONC & its 20th anniversary - Harold Shapiro - *30 banners have been hung in various locations all around Sherman Oaks. Beginning in March 2023, the number of banners hanging comes down to 18. Need to figure out available locations to keep all 30 hanging throughout the full year up to October 14, 2023. Also need to determine whether to extend banners through October 2024. Discussions with BID are still underway to see if SONC can utilize any poles they have reserved.*
 - f. A.T. & T. Visual Voicemail - Harold Shapiro - *Messages are being routed via email to SONC President and Executive Committee members. Executive Committee members will discuss amongst themselves how they want to handle and respond to each call. The voicemail recording needs to be redone, as it is several years old. A volunteer was solicited.*
 - g. SONC website status - Harold Shapiro - *SONC page at Empowerla/DONE website is out of date. Requests were submitted to DONE to update and correct errors. SONC Social media platform metrics were provided in supplemental documentation but not reviewed in detail at the meeting. Committee members were encouraged to review them on their own and to subscribe or create social media accounts, as well as begin to 'like', 'thank' or post comments to SONC postings. November Ziff Flyer planned articles/stories discussed. Pictures from the Street Fair and the 20th Anniversary Event were requested.*
7. New Business: (5 minutes) (Public Comment will be accepted for each item discussed.)
- a. Items for consideration for next/future meeting Agenda(s)
 - i. Use of printed Outreach materials and bulk mail services or mailbox stuffing services - Harold Shapiro - *Discussion: Pamela Harris asked about the reuse of SONC Election yard signs. Sarah Manuel mentioned the use of door hangers. Neal Roden thinks that mailings or mailbox stuffers in Area 2, 4, & 6 for Election Materials would be worthwhile. Mentioned a service called 'Walking Man' that SONC utilized in the past (confirmed by Jeffrey Hartsough that this service was used for the 2021 election). Jeffrey Hartsough requested that Sarah Manuel investigate*

whether there were any restrictions from DONE or the City Clerk on the use of these services for distribution of election materials.

- ii. Business decorating for the holidays - Sarah Manuel - *something to explore for next year.*
 - iii. Students from Notre Dame undertaking a community cleanup activity - brought up by Pamela Harris - *Ryan Ahari mentioned Sept. 27 & 28th dates for this to take place. Harold Shapiro asked about 101 Freeway on-ramp/off-ramp clean up, as those are filthy. Ryan responded that it could be undertaken in the future but requires that Cal-Trans close down the ramps to do so.*
 - iv. Announcement by Pamela Harris - *Nathan Kang (Caden's Brother) now working with the Human Services Committee on several projects.*
 - v. A device/mechanism/educational document needed to explain to stakeholders the difference between SOHA and SONC - Sarah Manuel - *pointed out that when approaching stakeholders at the street fair that many people were confusing the two entities and their purposes.*
- 8. Announcements on items within the SONC Outreach Committee's jurisdiction**
- a. The next SONC Outreach Committee Meeting is Tuesday November 15th, 2022, 7pm
 - b. The Valley of Change - Feed Our Friend In Need event is conducted the 2nd Saturday of each Month
 - c. SOHA Meeting is October 19th - hosting a debate between LA City Attorney candidates. *Ryan Ahari will be in attendance and has agreed to mention SONC's upcoming 20th Anniversary Event*

9. Adjournment - *meeting adjourned at 9:06 PM by chairperson Harold Shapiro*

The draft minutes have been respectfully submitted by Harold Shapiro, 11/10/2022 @ 4:13PM