

City of Los Angeles  
CALIFORNIA



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

**Tuesday, February 21st, 2023  
7:00 p.m.**

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"

**Committee Members:**  
Harold Shapiro – Chair  
Kira Durbin  
Jeffrey Hartsough  
Lindsay Imber  
Caden Kang  
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/play/IUJwyJbyWFk-Yo2BnBFrX6eEqtxl62iCh2emWqCEm7HbrCQzzRARcbLHZC5J3ykYSjeOeKvaG9VdqJMU.WydczUkT4oAGoCHO?autoplay=true>

## Meeting Minutes

### 1. Call to Order and Welcome

a. Welcome & Call to Order - *The meeting was called to order at 7:10 PM and conducted by Outreach Chair Harold Shapiro*

b. Roll Call and Introductions

*Present: Jeffrey Hartsough, Lindsay Imber, Neal Roden, Harold Shapiro*

*Absent: Kira Durbin, Caden Kang, A quorum was achieved with 4 committee members present, 2 absent.*

### 2. Administrative Actions:

a. Approval of Prior Meeting Minutes

A motion to approve the January 17th, 2023 – DRAFT - Regular Meeting Minutes

*Moved by Lindsay Imber, seconded by Jeffrey Hartsough*

*Meeting minutes approved as presented, by roll call vote -*

*4 yes - Jeffrey Hartsough, Lindsay Imber, Neal Roden, and Harold Shapiro.*

*0 no*

*2 absent - Kira Durbin, Caden Kang*

3. **Public Official Comment:** *2 minutes each for Comments by public officials in attendance was allotted*  
*Ryan Ahari - Council District 4 Field Deputy - provided updates on Council activities impacting the neighborhood. And presented the information regarding the Feb. 26th, free kitchen counter compost pail giveaway event planned for Van Nuys Sherman Oaks Park Rec Center location. CD4 wants to partner with SONC on any upcoming planned events, such as the Spring Tree Giveaway and the SONC Summer Movie Series. Ryan will follow up to determine if the compost pails can be given away at the upcoming April 22 Spring Tree Giveaway, and if Council member Nithya Raman can attend the event as well. Ryan suggested that the April 22 event be expanded to be a full Earth Day Event with multiple vendors/city entities tabling/participating. Question was raised as to what the permit requirements would be with a larger intent for the use of the area and whether SONC could field enough volunteers to assist/participate.*  
*There were no public comments on this agenda item.*
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 allotted, Harold Shapiro*
  - a. *In-person meetings status - resumption in March 2023 was discussed. Due to 7:00 PM meeting start time preference it was decided to conduct the Outreach Committee In-person meeting for March to be at the CD4 Office on Ventura Blvd. The SO Public Library is an alternative location for all in-person SONC committee meetings, however that would dictate an earlier start time due to the SO Public Library 8:00 PM closing time. Public attendance at the March meeting at the CD4 council office conference room will dictate the location for future in-person meetings. Question was raised regarding whether the CD4 office was deemed ADA compliant, which is a requirement for all NC meetings. Ryan Ahari was requested to reserve the CD4 conf room for the March 21 date, and would also inquire as to whether ADA compliance is satisfied at the CD4 office. All of this is subject to the outcome of the upcoming BONC meeting and a vote on continuance of virtual meetings through March 31, 2023.*
  - b. *2023 NC Elections Candidate Filing begins 2-22-2023*
6. **Project Updates & Discussion** *(45 minutes allotted) Please see supporting documentation. 2 - minute Public Comment was permitted for each sub-agendized item.*
  - a. *2023 Neighborhood Council Elections - Jeffrey Hartsough, Harold Shapiro - discussion took place regarding: printed materials & mailbox stuffing via USPS service. Jeffrey's preference is to utilize a 2-sided postcard for mail outs/handouts. 2 mailings would be performed - one during candidate filing and*

*one later after candidate filing and certification has concluded but during ballot request period prior to voting start date. The request for funds not to exceed \$6,000 to cover printing costs, yard sign creation/costs and distribution services costs was approved by the Board at the February 13th council meeting.*

*Targeting organizations to partner with and get the word out - Harold working with Fran Kerzner & Victoria Bourdas Martinez, CEO of the Sherman Oaks Chamber Foundation, Lindsay was asked to work SOHA, Neil was asked to work the BID, Joe Cappelletti was asked by Jeffrey to work the PTA.*

- b. *Utility Box Painting/Design - Current status. Location is now Vesper & Ventura Blvd. The artist has been provided all the information on how the Chamber Foundation grant is paid out, and she was asked when she wanted to start. Waiting on a response with a start date from the artist. Permit to erect the SONC canopy tent on the sidewalk during painting was investigated. Cost was calculated at around roughly \$26. Permit is issued by Los Angeles Bureau of Street Services, as a construction/materials handling permit. Takes 3-5 business days to process the request.*
- c. *Spring Tree Giveaway covered in previous agenda item - #3*
- d. *Light pole banners project to promote SONC & its 20th anniversary - Harold Shapiro. Contacted Gold Metropolitan Media/Andy Gold to request a list of available locations for the 18 banners coming down on March 18 and to request extension of banner campaign permit through October 2024. Awaiting response.*
- e. *SONC website status Social Media Platform and Ziff Flyer - metrics covering January 1, 2023 to date were presented - included Constant Contact subscriber status for Ziff Flyer and other communications with the neighborhood, Nextdoor.com, Youtube.com, Twitter, Instagram, & Facebook. Article suggestions for March Ziff Flyer were solicited.*
- f. *Ziff Flyer Article Suggestions - Contributions were solicited. Harold mentioned that he is not getting input from several committee chairs - specifically the chairperson of both Green & Sustainability & Traffic & Transportation or the Chair of the Education Committee.*

*There were no public comments on any of these topics.*

- 7. *New Business: (5 minutes) (Public Comment will be accepted for each item discussed.)*
  - *Jeffrey Hartsough requested that a list of desired film titles be created in order to have a final slate of 3 film titles for the Summer Movie Series so that he could create the postcard.*
  - *Harold Shapiro mentioned possible SONC participation in the DONE Bus Bench program which provides free ads to NC's on local benches.*
  - *Use of electronic on-line polls - raised by Harold Shapiro, who mentioned it's a great mechanism to stay in touch with and understand the needs of stakeholders. Neal Roden mentioned it would be a good method to gather suggestions for the*

*types of genres for the Summer Movie Series, also a poll to see if stakeholders prefer in-person v. virtual meetings, snail mail v. email. Consensus was to utilize polling more frequently. Harold asked Neal if he would work with him in the future to develop some specific polls using the Social Media Platforms.*

*There were no public comments on these topics.*

8. Announcements on items within the SONC Outreach Committee's jurisdiction
  - a. *The next SONC Outreach Committee Meeting is Tuesday March 21st, 2023, 7pm*
  - b. *The Valley of Change - Feed Our Friends In Need event is conducted the 2nd Saturday of each Month*

9. **Adjournment** - *meeting adjourned at 8:57 PM by chairperson Harold Shapiro*

**The draft minutes have been respectfully submitted by Harold Shapiro, 3/17/2023 @ 5:56 PM**