

Committee Members:

Harold Shapiro – Chair
 Kira Durbin
 Jeffrey Hartsough
 Lindsay Imber
 Caden Kang
 Neal Roden

City of Los Angeles
 CALIFORNIA



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

**Tuesday, May 16th, 2023
 7:00 p.m.**

SHERMAN OAKS
 NEIGHBORHOOD
 COUNCIL

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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/yoUAFxCcE5-paz4V6-4Mw9Tt98Uj5z3zEEccSeXw5aJY1XVegGV1MOFZuh9eatmmfSSm3lbT99GgXgc.H8NOFkgXrbluHCYT?autoplay=true>

Meeting Minutes

1. Call to Order and Welcome

a. Welcome & Call to Order - *The meeting was called to order at 7:14 PM and conducted by Outreach Chair Harold Shapiro. The meeting was conducted as a hybrid meeting where all committee members in-attendance were in-person, but the public was allowed to participate and comment remotely via Zoom.*

b. Roll Call and Introductions

Present: Lindsay Imber, Jeffrey Hartsough, 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 April 18th, 2023 – DRAFT - Regular Meeting Minutes

Moved by Neal Roden, seconded by Lindsay Imber

Meeting minutes approved as presented, by roll call vote -

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

0 no

2 absent - Kira Durbin, Caden Kang

3. **Public Official Comment:** *2 minutes each allotted for Comments by public officials in attendance*
There were no public official comments.
4. **Public Comment:** *2 minutes each allotted for 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. *The Chair reiterated that he is stepping down from SONC at the end of his elected term of office on SONC in June 2023 and that a new Chair for Outreach and a new Ziff Flyer editor is needed.*
 - b. *Brief discussion of AB 411 Portiano - to allow NC's to continue to operate using Zoom*
 - c. *Code of Conduct for NC's - new DONE Committee currently revising to include verbiage that all NC Committee members (elected or appointed) will need to affirm to the Code of Conduct and Ethics*
 - *There were no public comments.*
6. **Project Updates & Discussion** *(60 minutes allotted) Please see supporting documentation. 2 - minute Public Comment was permitted for each sub-agendized item.*
 - a. **2023 Neighborhood Council Elections - Ann-Marie Holman Director of Communications DONE, Jeffrey Hartsough, Harold Shapiro -**
 - *The DONE mailer with cover letter was covered and shown by Ann-Marie. Cover letter in the packet includes a map, QR code and links. Also contains an application form to request a VBM ballot and a postage paid return envelope. Going to try and add the material in additional languages - Spanish & Farsi if it will fit on the same 8.5" x 11" sheet. QR codes were suggested to be utilized in mailer to route people to alternative language versions on-line if insufficient space on printed materials. Edits were recommended. This mailer will go out the week before the VBM application deadline of June 3.*
 - *SONC will do its own second mailing of printed postcard sized material to encourage voter turnout for in-person voting. This SONC mailer will not be distributed until around June 10 after the VBM application deadline has passed. Format will be similar to 1st mail-out.*
 - *In-person Candidate forum will be held at June SONC Board meeting and via Zoom. 90 minutes will be allocated. Harold will reach out to the City Clerk's office assigned NC Election Coordinator to obtain email and telephone contact info for candidates.*

- *Yard signs to promote elections were discussed. This was budgeted for Jeffrey to work up design. These will be made in time to hand out at the June Candidate forum.*
- *There was 1 public comment on this agenda item.*
- b. *Utility Box Painting - Current status. Neal Roden reported that he is still waiting for a response from the artist. No recent communication has been received.*
 - *There was no public comment on this item.*
- c. *Summer Movie Series - Jeffrey Hartsough*
 - *June screening is "Guardians of the Galaxy", July screening will be "Mamma Mia!", and August screening will be "The Super Mario Bros. Movie"*
 - *Waiting on City Clerk to approve permit*
 - *Beach Balls to be used for handout*
 - *Jeffrey is developing postcard graphic*
 - *CD4 will partner with SONC*
 - *there were no public comments*
- d. *Light pole banners project to promote SONC - Harold Shapiro.*
 - *Homework assignment to review spreadsheet pole availability for the 30 banners for the dates beginning October 14, 2023 through October 14, 2024 was covered and committee agreed on using locations that were available for the full 1 year period to avoid having to move banners around.*
 - *Neal Roden volunteered to manage the relationship with the Vendor - Gold Metropolitan Media - after Harold's departure from SONC on June 30, 2023. Contact info and introduction email will be sent by Harold.*
 - *Harold will contact Leslie Elkins to inform her that SONC will not utilize any poles in the Sherman Oaks Business Improvement District (BID).*
 - *There was 1 public comment*
- e. *Bus Bench Advertising - Harold Shapiro*
 - *responses from DONE (Ann-Marie Holman) on additional questions posed by SONC Outreach regarding this program were discussed*
 - *NC's will have their artwork moved around - priority given to entities that pay*
 - *Jeffrey reiterated that there is no funding for this project until next fiscal year (after July)*
 - *Harold stated that this effort is on the back burner until a new Outreach Chair or Outreach committee member takes it on.*
 - *Caden Kang has not created a graphic as of yet.*
 - *There were no public comments*
- f. *Spring Tree Giveaway - Recap Jeffrey Hartsough.*
 - *Jeffrey declared the event a huge success*

- *32 email addresses were collected by Neal at event and Harold added them to the SONC Constant Contact distribution list. 5 were bad addresses.*
 - *There was no public comment.*
 - g. *SONC website status Social Media Platform and Ziff Flyer - no documented metrics were compiled but a verbal report was provided by Harold Shapiro for current 30 day period*
 - *Constant Contact subscriber count remains at ~3200 level, monthly number of posts on Social media are consistent with previous periods. Followers on Instagram and Twitter have increased and are on the rise*
 - *Harold discussed lack of timely responsiveness by Web Corner to requests and issue of Web Corner making changes to how the system works without notifying SONC when these new features and changes are made.*
 - *Google analytics will need to cut over to new version by July 1, 2023 - Web Corner needs to handle this change.*
 - *There was 1 public comment.*
 - h. *Ziff Flyer June issue Article Suggestions -*
 - *Contributions were solicited. An announcement regarding SONC search for new Outreach Chair and Ziff Flyer editor will be included in President Imber's message. SONC Elections will again be a key focus item, mention of Christy Adair's Honorary Fire Captain award and SONC Summer Movie Series are also key topics that will be covered.*
 - *Harold mentioned that he is still not getting input or monthly updates from several committee chairs - specifically the chairperson of both Green & Sustainability & Traffic & Transportation or the Chair of the Education Committee.*
 - *Lindsay agreed to collaborate and work with Harold on creating the June issue*
 - *There were no public comments*
7. **New Business: (5 minutes)**
 - *Discussion of transition needs and instructions to deal with departing Outreach Chair. Will be included in June Outreach agenda.*
 - *There was 1 public comment.*
8. **Announcements on items within the SONC Outreach Committee's jurisdiction**
 - a. *The next SONC Outreach Committee Meeting is Tuesday June 20th, 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 9:24 PM by chairperson Harold Shapiro*