



**Outreach Committee**

Kylee Peña, Co-Chair  
Brett Collier, Co-Chair  
Jeffrey Hartsough  
Lindsay Imber  
Neal Roden  
Kira Durbin



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Website:  
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**Sherman Oaks  
Neighborhood Council**

**Outreach Committee Meeting DRAFT MINUTES:**

**January 31, 2024, 6:30 pm**

**In-Person Meeting**

Sherman Oaks Public Library  
14245 Moorpark Street

**Public Comments:** 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 Committee'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 Committee or Board meeting. Public comment is limited to one minute per speaker, unless adjusted by the presiding officer of the Committee.

*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 Note:** All items containing motions, at the time of agenda posting, are listed in **blue, bold text**.

**1. Welcome, Call to Order, and Roll Call**

*Call to order at 6:32pm*

*Present: Hartsough, Roden, Durbin, Pena, Collier  
Absent: Imber*

**2. Administrative Motions**

*Approval of November minutes: approved as presented.*

**3. Chair Report (5 minutes): Kylee Peña & Brett Collier, Chairs**

*Looking forward to a successful year together.  
We will be trying some virtual meetings this year.*

**4. Public Official Comment (2 minutes each): Comments by public officials**

*None present.*

- 5. General Public Comment by Community Stakeholders (2 minutes each):** *comments by the public on non-agenda items within the Outreach Committee's jurisdiction*

*None provided.*

- 6. Tree Adoption Event - March 23:** *Jeffrey Hartsough*

*March 23rd is confirmed, generally 10am start with trees gone by noon. LA City is planning an Arbor Day celebration on March 16th, the week prior, where various locations throughout the city distribute plants and trees. We usually get 200-300 trees and the event is promoted by City Planning and SONC. People sign up in advance to get the trees and they're arranged by type of tree. City manages the give-away primarily, working to mark off the trees and provide information about the tree. Throughout this event Outreach facilitates sign-up, line management, loading/unloading of trees, and promotion of SONC and events. Likely 8:30-1:30 coverage needed for 10+ volunteers.*

*Actions: Create and plan marketing, confirm date/time/location with city, recruit volunteers, create fresh list of events to hand out, connect with VNSO on what they're doing with the spring festival, consider a kid activity, connect with other city entities to table the event like Sanitation or DWP.*

- 7. Concert in the Park co-sponsorship (April 14, VNSO Park):** *Kylee Peña*

*Valley Cultural Foundation had asked for a larger sponsorship than SONC was able to provide, so SONC is providing a smaller fiscal sponsorship in order to co-sponsor a single event.*

*Actions: Kylee will talk to VCF and ask for an invoice of \$500.*

- 8. NC Banners on Ventura Blvd: Next Steps**

*Harold Shapiro reconnected with Andy Gold (Gold Metropolitan Media) on Ventura Blvd banner relocations.*

*Actions: Neal will be following up with Andy Gold on getting the banners up in the right spots.*

- 9. Open Discussion: Proposed CD4 debate hosted by SONC:** *Kira Durbin*

*During Covid SONC provided a platform for all candidates to debate and answer questions fairly. Because of redistricting, there is a larger draw and opportunity for this in our area than previous years. Proposed to go to a large auditorium or theater to host. Begin work on this if there is a runoff election after the primary. Could also potentially collaborate with other NCs in the area.*

*Action: Do soft reach outs to potential locations and monitor the election to consider next steps.*

**10. Open Discussion: Sherman Oaks Votes campaign: Kylee Peña**

*Jeffrey suggested a paper in the window with a “Sherman Oaks Votes” sign with information in the back. “Shoaks Votes” was proposed by David. Produce some informational flyers to give away all year. Pamela suggests getting businesses involved in this including BID and Chamber. May or may not be successful or visible, but a worthy experiment.*

*Action: Design a sign that we could potentially get printed en masse. Provide in multiple languages – check with census on which languages.*

**11. Open Discussion: Connecting with local businesses working group: Brett Collier**

*Brett suggested a working group with some local businesses that are more active and known to create some momentum and connection. Jeffrey suggests providing a handful of flyers to committee members frequenting businesses so they can make connections in their daily lives. We can also post on social media to connect with businesses. Businesses may not see a value in SONC and we should explore their pain points with existing structures. We want to work more with businesses to use them as amplification but we need to identify what the mutual benefit is for them, including being more visible as a community member.*

*Action: Explore the needs of local businesses further and understand what gaps SONC can fill. Provide reference material to local businesses. Reach out to PTAs and connect with schools. Consider doing some outreach to local businesses during the Street Fair in October.*

**12. Open Discussion: Giveaway items for 2024 events: Kylee Peña**

*Tabled for next meeting*

**13. Proposed event calendar for 2024: Kylee Peña & Brett Collier**

*Kylee will email the calendar to the committee. Pamela suggested that we share some of these key events on our SONC calendar.*

**14. Old Business (5 minutes): Other topics not otherwise agendized.**

*Kira is bringing the resource flier to the Human Services committee. Outreach will share it online.*

**15. New Business (5 minutes): Introduction topics for consideration for the Outreach Committee at future meetings**

*Kylee will work on getting t-shirts for SONC.  
Elemental was suggested as a movie in the park.*

**16. Announcements** on items within the SONC Outreach Committee's jurisdiction.

**17. Adjournment**

*Meeting adjourned by unanimous consent at 7:52PM.*

**Next meeting will be conducted virtually on Zoom on February 20th.**

*Minutes submitted for approval by Kylee Peña.*

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### **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](http://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 the SONC Secretary: [stacey.segarrabohlinger.sonc@gmail.com](mailto:stacey.segarrabohlinger.sonc@gmail.com).

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- Sherman Oaks Public Library, 14245 Moorpark St, Sherman Oaks, CA 91423.
- [www.ShermanOaksNC.org](http://www.ShermanOaksNC.org)
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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](http://www.ShermanOaksNC.org).

### **SB 411 Updates**

In the event of a disruption that prevents the eligible legislative body from broadcasting the meeting to members of the public using the call-in option or internet-based service option, or in the event of a disruption within the eligible legislative body's control that prevents members of the public from offering public comments using the call-in option or internet-based service option, the eligible legislative body shall take no

further action on items appearing on the meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. Actions taken on agenda items during a disruption that prevents the eligible legislative body from broadcasting the meeting may be challenged pursuant to Section 54960.1.

(C) The eligible legislative body shall not require public comments to be submitted in advance of the meeting and shall provide an opportunity for the public to address the legislative body and offer comments in real time.

(D) Notwithstanding Section 54953.3, an individual desiring to provide public comment through the use of an internet website, or other online platform, not under the control of the eligible legislative body, that requires registration to log in to a teleconference may be required to register as required by the third-party internet website or online platform to participate.

(E) (i) An eligible legislative body that provides a timed public comment period for each agenda item shall not close the public comment period for the agenda item, or the opportunity to register, pursuant to subparagraph (D), to provide public comment until that timed public comment period has elapsed.

(ii) An eligible legislative body that does not provide a timed public comment period, but takes public comment separately on each agenda item, shall allow a reasonable amount of time per agenda item to allow public members the opportunity to provide public comment, including time for members of the public to register pursuant to subparagraph (D), or otherwise be recognized for the purpose of providing public comment.

(iii) An eligible legislative body that provides a timed general public comment period that does not correspond to a specific agenda item shall not close the public comment period or the opportunity to register, pursuant to subparagraph (D), until the timed general public comment period has elapsed.



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