

**Sherman Oaks  
Neighborhood Council**

CITY OF LOS ANGELES  
CALIFORNIA



**Outreach Committee**

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



Sherman Oaks  
Neighborhood Council  
P.O. Box 5721  
Sherman Oaks, CA 91413

Website:  
[www.ShermanOaksNC.org](http://www.ShermanOaksNC.org)

**Sherman Oaks  
Neighborhood Council**

**Outreach Committee Meeting Agenda:  
April 16, 2024 6:30PM**

**Virtual Meeting**

To access this Virtual Meeting on the Zoom Platform:

<https://us02web.zoom.us/j/83623154607>

Via Telephone: Dial 1-833-548-0282, Enter Webinar ID **836 2315 4607** and **Press #**

Public Comments: Comments from the public on agenda items will be heard only when the respective item is being considered, and prior to voting. Comments from the public on other matters not appearing on the agenda that are within the Committee's jurisdiction will be heard during the Public Comment on Non-Agenda Items period. Please note that under the Brown Act, the Committee is prevented from acting on a matter that you bring to its attention during this General Public Comment period; however, the issue raised by a member of the public may become the subject of a future meeting. Public comment is limited to one minute per speaker, unless adjusted by the presiding officer of the Committee.

Making Public Comments During This Virtual Meeting: When prompted by the Presiding Officer, press "Raise Hand" (if on Zoom) or \*9 (if on a telephone) to indicate a desire to address the committee. If you are on Zoom, you will see a timer graphic indicating your time remaining to speak. If you are on a telephone, you will be told when 10 seconds remain in your allotted time. Public comment for this meeting will be heard during each eligible agenda item

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.\*

(See the final page of this agenda for relevant text of 54953.8)

*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**.

## AGENDA

1. **Welcome, Call to Order, and Roll Call** \*\*\**Meeting minutes in BLUE*
  - a. *Call to Order at 6:37 pm*
  - b. *Durbin, Collier, Roden, Hartsough (Absent - Imber, Silverman, Pena)*
  
2. **Administrative Motions**
  - a. *Approval of March minutes*
  - b. *Motion to approve minutes, moved by Roden to Approve , 2nd by Hartsough*
  - c. *Meeting notes Passed unanimously*
  
3. **Chair Report (5 minutes):** *Brett Collier, Chair*
  - a. *VNSO Concert moved to Saturday*
  - b. *Next meeting moved to Friday May 24th, Library closes @5:30 pm on Friday. Also, Memorial day is on Monday so people may miss (Definitely Roden) Possible to hold the meeting on the 18th, before the VNSO Concert in the Park.*
  - c. *Virtual is best option*
  
4. **Public Official Comment (2 minutes each):** *Comments by public officials*
  - a. *No Public officials*
  
5. **General Public Comment by Community Stakeholders (2 minutes each):** *comments by the public on non-agenda items within the Outreach Committee's jurisdiction*
  - a. *No public people online attending*
  
6. **Tree Adoption and Concert in the Park recap**
  - a. *10 small succulents left*
  - b. *7-8 small trees left*
  - c. *Park Staff very helpful, ended up tabling - Liseth and assistant*
  - d. *The people that came with the tree people, very helpful*
  - e. *Cathy very helpful with the process & explanations of the process*
    - 1) *X number of nurseries are involved.*
    - 2) *Not known the until day of*
  - f. *Getting Rain Day's on schedule would be helpful*
    - 1) *Or make a decision at a certain time of day if we cancel*
    - 2) *What is the process for cancellation*
      1. *Movie in Park is SONC & SONC related events we call cancellation or not. We would get input from projectionist i.e. for movie in park*
      2. *But for a joint venture - who is in charge of calling the event for rain or other unforeseen circumstances. Get a list in order of the process of cancellation*
  - g. *VNSO Concert series moved to May 18th*
    - 1) *\*\*As of 4/25/24 series now on Sunday June 2nd*
  - h. *Have a "new volunteer" list out and displayed at events*
  
7. **Summer Movie Series updates**

- a. Postcards printed and need to be distributed at schools. How many per school, and which schools?
  - 1) *11 or 14 schools ranging from Elementary to high schools. As well as parochial and high school*
  - 2) *Best to hit elementary schools and private schools with elementary age kids*
  - 3) *Jeffrey has list of public schools*
  - 4) *We have 5,000 printed postcards*
    1. *Different than the original one*
      - *Concert in the Park was left off*
  - 5) *Jeffrey also has list of PTA people*
    1. *Maybe get 400 to each school and ask them to distribute*
    2. *In past, Jeffrey has mailed to principal's*
    3. *Don't have any way to track so we ask at the movie, "How did you hear about this."*
  - 6) *Neil has mentioned in the past that social media*
    1. *Nextdoor and other social media has been very effective*
    2. *Instagram, Patch and other social media*
  - 7) *Two different postcards/advertisements that we have*
  - 8) *Other places to put out our fliers*
    1. *Maybe put at Regal and then advertise their current movies*
    2. *Leads to more active engagement for Regal as a business*
    3. *Other places to consider outside of normal*
  - 9) *LA Film has donated things in the past*
  - 10) *Schools, Parks, Libraries, Churches/House of worship, Private Day Care centers as well, kids entertainment, laser tag, arts parties places*
    1. *Challenge is always who does the prospecting*
    2. *Maybe SONC Outreach Package will help*
  - 11) *Useful activity to do a community inventory*
    1. *Kira has done amazing for getting resources for those in financial binds*
    2. *How can we do this for the rest of the community?*
  - 12) *Swag pieces for the movie (finalized and moving forward)*
    1. *We can have pink beach ball for Barbie*
    2. *Glow sticks for Spiderman*
    3. *And the necklace glowing for Elemental*
- b. CD4 is covering movie licensing fees.
  - 1) *Jeffrey has already reached out to people for re-committment of what Ryan has said.*
    1. *Jeffrey reached out to Walker*
    2. *And also Emma Taylor*
- c. Ordering giveaway items, pick which:
  - 1) SONC Dog Waste Bags + dispenser (\$1.50/thousand)
  - 2) SONC frisbees (\$1/thousand)
  - 3) SONC flashlights (previously ordered)
    1. *We discussed in previous swag for movies which we would want to use*
    2. *Believe in Magnets & pens are best priced and most popular from people*

3. *Neal thinks quantities are excessive*
4. *Also use reflector/flashers lights - Priority*
5. *Clip lights left over as well - Priority*
6. *Voting stickers as well - Priority*
7. *Pill Boxes*
8. *What is the most useful?*
9. *Getting ahead of Street Fair and Election by getting materials now - Priority*

d. *Additional discussion*

**8. SONC Outreach Package for Council Members**

- a. Working to make a small digital and physical kit for council members with items like postcards, resource guide, links/QR codes to key resources, and elevator pitch language. Meant to be stored in car or easily carried/accessed for SONC representation and evangelism
- b. In your tenures with SONC, what items would be helpful to you?
  - 1) Post it's, Pen's
- c. Additional discussion
  - 1) *Jeffrey, Neal & Kira says it's a great idea*
    1. *Everything is standardized and people can have them to hand*
    2. *They can have the Post it's and pen's*
      - *Doesn't have to be flashy, but it's extremely useful*
  - 2) *We can tell area reps these are the things in your area, go and reach them*
    1. *The ease is hopefully the incentive to reach out to their area and we have boots on the ground*
  - 3) *We have outreach box*
    1. *Has 100 post it notes, 100 pens, etc.*
    2. *Homework assignment is to make the physical kit*
  - 4) *Working committee is members of the board*
    1. *But if we had 2 people get together and look through promotional catalogs to think of other things needed.*
    2. *Add to our simple package, then encourage active participation*

**9. Meet Your Neighbor events collaboration with Human Services**

- a. Outreach will take the lead on Meet Your Neighbor with Kylee as point of contact.
- b. Board representation: Brett (2-R), Jeffrey (2-CI), Lindsay (6-R), Kylee (4-R), David (4-CI), Neal (7-B)
- c. Open questions:
  - 1) Can we host the first one targeting either Area 2 or Area 4 since we have 2 committee members each in those areas, and use it as a learning opportunity?
    1. *Great start*
    2. *Area 2 - We have VNSO as possibility*
    3. *Area 4 - We have galleria to possibly host*
    4. *Nice to have a single location where we do these all the time*
    5. *Partnering w/ Houses of Worship or Schools as big possibility*

6. Tell them we'd like to have these community meetings
  7. Can someone allow us to have them once a quarter or whatever time period we are discussing
  8. Talk with a school/house of worship to keep it consistent and possibly free
  9. Sherman Oaks Galleria has a community room
  10. Meredith from Library would be helpful in area 4
  11. What's the hook? How will we get people there?
  12. Church of Chimes has something similar I believe
  13. The hook is socio-economic, how are you getting by in these good times
  14. What are we trying to accomplish??
- 2) Is blending areas going to work for a "meet your neighbor" event since some areas are quite big?
1. Maybe we have a meet your neighbor team up with something that is already in occurrence???
  - Like with the Farmer's Market
  - Or with Church of Chimes Market Place
  - Meeting with SLO - Concerns about crime is the purpose/reason
  - Maybe come up with a different title other than "Meet your Neighbor"
  2. What's our role and value as Neighborhood Council
  3. Nice if we could educate people on what NC does, the city does, versus county, versus what you should do and the social contract
  4. Map your neighborhood - Done by Red Cross
- 3) Can we host in locations that are relevant or educational as resources to the community? For example, host a reception outside the rec center to emphasize the availability of affordable community classes?
- d. We can do some key things to increase the "production value" of the event while keeping costs lower, like some well-designed signs and a signature SONC mocktail or an ice cream social.
- 1) *Ice cream social is great*
  - 2) *Can a signature SONC mocktail give people*
  - 3) *Is the availability of virtual meetings more appealing?*
  - 4) *Start w/ tabling at places people go to*
    1. *Senior Center*
    2. *Farmer's market*
    3. *And then get their input of concerns and things that affect them as well*
    4. *Going back to what we discussed earlier*
  - 5) *Getting community to solve issues that individuals couldn't*
    1. *i.e. Ventura and Stern violence... People came to the meeting because of what was going on.*
  - 6) *Identifying the important issues to get people invested, on board and coming*
  - 7) *Pick up the issues of the neighborhood*

## 10. Outreach Committee Member Announcements

- a. *Postcard pickup - Get some to Kira*
- b. *Postcards Waiting for pickup at printer*
- c. *Distribute SONC Movie series in 3rd or 4th week of May*
- d. *Neal doing diligence with schools to hand out materials (day care, child care & other young people)*
- e. *Kira will do schools in her area*
- f. *This is first step/effort of gathering and identify (compile) information*

## **11. Adjournment**

- a. **Adjourned at 8:46 pm**

### **The Americans With Disabilities Act**

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: [NCsupport@lacity.org](mailto:NCsupport@lacity.org).

### **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).

### **Public Posting of Agendas**

Neighborhood Council agendas are posted for public review as follows:

- Sherman Oaks Public Library, 14245 Moorpark St, Sherman Oaks, CA 91423.
- [www.ShermanOaksNC.org](http://www.ShermanOaksNC.org)
- You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions>.

### **Notice to Paid Representatives**

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

### **Reconsideration and Grievance Process**

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.

