

Outreach Committee

David Silverman, Chair
Jeffrey Hartsough
Lindsay Imber
Kylee Peña
El-Bethel Debela
Lielt Endashaw
Lance Khazei
Kira Durbin



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**Sherman Oaks
Neighborhood Council**

**Outreach Committee DRAFT Meeting Minutes:
September 16, 2025, 6:30PM**

In-Person Meeting

Sherman Oaks Martin Pollard Branch Library
14245 Moorpark St, Sherman Oaks, CA 91423

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.

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**.

MINUTES (DRAFT)

1. Welcome, Call to Order, and Roll Call

- a. Meeting called to order at 6:37 by chair Davis Silverman
- b. Committee members present: David Silverman, Jeffery Hartsough, Neil Roden, Kira Durbin, Lielt Endashaw
- c. Committee members absent: Lance Khazei, Ryan Ahari, Lindsey Imber, El-Bethel Debela
- d. Quorum met, meeting continued

2. Chair Report (5 minutes): David Silverman

- a. Discussion on how board members can request social media posting and considered a potential method in which requests will be forwarded to Lielt Endashaw or El-Belthel Debela. Interested members may also fill out a Google form to express their interests
- b. Quick discussion of encouraging the learning and usage of webcorner for new and incoming outreach committee members
- c. Bylaw review- opportunity to review bylaws with any considerations specific to the concerns of the outreach committees, encouragement to participate
- d. Los Angeles Charter review- city charter is under review, this is another opportunity to give suggestions on potential changes

3. **Public Official Comment** (2 minutes each): *Comments by public officials*
 - a. No comments by public officials
4. **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 comments by the public
5. **Discussion for Street Fair 10/19**
 - a. Street Fair starts at 10 am in the morning, for set-up generally arrive at the fair at 7 or 8 in the morning
 - b. Potential giveaways: pens, post-its, etc.
 - c. Discussion on the role of council members in the booth -- to engage with community members and provide information on the the council and its role as appropriate
 - d. Street Fair event mandatory event for council members -- to discuss with council
6. **Movie Night Discussion for 10/25**
 - a. Movie night planning faced projector/screen vendor availability issues; alternatives being sought.
 - b. Potential movie options: Hocus Pocus, Hotel Transylvania series, Casper, Haunted Mansion, Addams Family; consensus reached for preference for original Hotel Transylvania (2012). Final decision yet to be made.
 - c. Candy giveaway discussion focused on nut-free, gluten-free, allergy-friendly, individually wrapped candy
 - d. Fall festival to be held at park, with transition to movie screening on the same day (25th)
7. **Review Social Media Plan and Discuss Roll Out**
 - a. Social media plan discussed; rollout to proceed without further committee logo feedback to avoid delays. Each committee receives a specific logo (color-coded); one point of contact per committee for social media coordination.
 - b. Agenda links to be posted automatically; other posts (events, photos) submitted via Google Form or email.
 - c. Discussion to allow only designated individuals to post on social media; committees submit content requests, not direct access.
 - d. Templates to be created on Canva Pro, then transferred to the official EmpowerLA SONC Canva account
 - e. Discussed committee bios and photos to be collected
8. **Additional Topics and New Business Not Agendized**
 - a. The third set of storage keys should be held by a board member who is local; current key distribution unclear.
 - b. Shirt inventory low; discussion on whether to order two or four shirts per size, prioritizing cost-effectiveness (t-shirts ~\$10, collared shirts ~\$25).
 - c. Plan to email board members to collect shirt size preferences and order accordingly, with a few extras.
9. **Outreach Committee Member Announcements**
 - a. No additional committee announcements
10. **Adjournment**
 - a. Meeting adjourned at 7:47 PM

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