

Outreach Committee

David Silverman, Chair
Jeffrey Hartsough
Lindsay Imber
Neal Roden
Ryan Ahari
Kylee Peña
Lielt Endashaw
El-Bethel Debela
Kira Durbin



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Neighborhood Council
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Sherman Oaks, CA 91413

Website:
www.ShermanOaksNC.org

**Sherman Oaks
Neighborhood Council**

**Outreach Committee SPECIAL Meeting Minutes:
July 28, 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

- 1. Welcome, Call to Order, and Roll Call**
 - a. Chair, David Silverman, called meeting in order at 6:36
 - 1) Present: Jeffery Hartsough, Lielt Endashaw, El-Bethel Debela, Kira Durbin, David Silverman, Lindsay Imber
 - 2) Absent: Kylee Peña, Neal Roden, Ryan Ahari
 - b. Quorum was met, meeting continued.
- 2. Public Official Comment (2 minutes each): *Comments by public officials***
 - a. No comments by public official (s).
- 3. 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 general public comments made.
- 4. SONC Social Media Plan Proposal and Related Business**
 - a. Lielt Endashaw and El-Bethel Debela presented initial draft of social media plan and roll out
 - 1) Discussion about building a consistent, informative online presence for SONC
 - 2) Goals: Goal: keep residents informed on meetings, motions, local issues, increase community participation, highlight council work and impact, make SONC more approachable and visible
 - 3) Discussion on platforms and post types.

1. Main feed (Instagram, Facebook, Nextdoor) for meetings, updates, and highlights.
 2. Stories used for quick updates, reminders, polls, and community questions.
 3. Broadcast lists or channels (email or Instagram chat) for notifications.
 4. Pinned posts or highlights to cover committees, FAQs, and how-to guides.
 - 4) Discussion on content priorities.
 - 5) Informational content to include motion summaries, community updates, meeting calendar, committee spotlights, and shared events.
 - 6) Engagement content to include behind-the-scenes posts, “Meet the Council” series, resident quotes, polls, and countdowns.
 - b. Presentation concluded, initial feedback on approach took place
 - c. Technical explanations by El-Bethel and Lielt to clarify benefits and use of Instagram
 - d. Discussion on use of Website and other social media avenues
 - e. Consensus on focusing on one aspect at a time
- 5. Adjournment**
- a. Meeting adjourned at 7:58

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