

Outreach Committee

David Silverman, Chair
Jeffrey Hartsough
Ryan Ahari
El-Bethel Debela
Lielt Endashaw
Kira Durbin
Lance Khazei
Martin Hernandez



Sherman Oaks
Neighborhood Council
P.O. Box 5721
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**Sherman Oaks
Neighborhood Council**

Website:
www.ShermanOaksNC.org

Outreach Committee DRAFT Meeting Minutes:
January 21st, 2026, 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**.

DRAFT MINUTES

1. Welcome, Call to Order, and Roll Call

- a. Chair called meeting into order at 6:38 pm
- b. Present: David Silverman, Jeffery Hartsough, El-Bethel Debela, Lielt Endashaw, Kira Durbin, Lance Khazei
- c. Absent: Ryan Ahari, Martin Hernandez
- d. Quorum was met, meeting continued

2. Administrative Motions

- a. Approval of the minutes from June to December were considered as a consent calendar.
 - 1) MOVED: David Silverman SECOND: Lance Khazei
 - 2) Motion was approved.

3. Chair Report (5 minutes): *David Silverman*

- a. The chair shared appreciation to the committee and their dedication.

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

- a. No comments by 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 comments by the general public.
- 6. Create social media positions/responsibilities:**

**The discussion began around increasing social media engagement but then expanded into a broader conversation, led by Lance Khazei, in which we discussed the possibility of choosing and building a campaign around any one of a number of issues facing Sherman Oaks that we think our constituents would respond well to, with the goal of increasing both SONC's visibility and impact, where Outreach would serve as an organizing tool and help position SONC as a voice for the community and their interests.*

 - a. *Ziffflyer*
 - 1) Lindsey Imber will train whoever assumes responsibility for the Ziff Flyer. El-Bethel expressed potential interest.
 - 2) Discussion of Ziff Flyer included formatting, modernization, content balance, space optimization, and ensuring the flyer reflects ongoing and developing activities. The importance of Neighborhood Council visibility was emphasized.
 - b. *Constant Contact*
 - 1) Discussion included adding contacts from event sign-ups, sending approximately six messages per year, and using QR codes. Possible assistance from David Silverman or Harold Shapiro was noted.
 - c. *Instagram & Website*
 - 1) Discussion was held regarding reducing internal jargon and clarifying the purpose of the newsletter versus the website.
 - d. *Canva—free access to Canva Pro ended discuss possible solutions*
 - 1) The expiration of free Canva Pro access was discussed. Possible solutions included Jeffery Hartsough drafting an email to Lorenzo on Canva Pro access and ensuring Lielt Endashaw was included in email communication. Lielt Endashaw will research Canva and gather details about its financing.
- 7. Discuss Spring Tree Giveaway**
 - a. The Spring Tree Giveaway was tentatively scheduled for **March 21**, pending confirmation.
 - b. SONC board/committee member volunteer recruitment was noted.
 - c. SONC Green and Sustainability committee, the Cactus Society, and elected officials were groups of interest to collaborate/invite at the event.
 - d. Tabling and polling residents at such events on priorities were suggested.
- 8. Begin Choosing Movies in the Park 2026**
 - a. Initial discussion began on selecting dates and films for Movies in the Park 2026.
 - b. Considerations included Saturdays, school schedules, PG/PG-13 ratings, and appealing to young people beyond children's movies.
- 9. SONC Bylaw Discussion**
 - a. The Bylaw Committee meeting on the **27th** was noted.
 - b. Voter ID requirements as well as rules governing appointments by the President were mentioned as discussion topics.
- 10. Additional Topics and New Business Not Agendized**

- a. No additional items were raised.

11. Outreach Committee Member Announcements

- a. Chair expressed appreciation for the discussion and enthusiasm for outreach efforts and to be kind to one another.
- b. Jeffery encouraged practicing kindness toward one another and to keep Ukraine in their prayers.

12. Adjournment

- a. Meeting adjourned at 7:45 pm

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