



**Outreach Committee**

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



Sherman Oaks  
Neighborhood Council  
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**Sherman Oaks  
Neighborhood Council**

**Outreach Committee Meeting DRAFT Minutes:**

March 17th, 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**.

**Minutes**

- 1. Welcome, Call to Order, and Roll Call**
  - a. Meeting into order at 6:45 pm
  - b. Present: Jeffrey Hartsough, El-Bethel Debela, Lielt Endashaw, Kira Durbin, Lance Khazei
  - c. Absent: David Silverman, Ryan Ahari
  - d. Quorum was met, the meeting continued
  
- 2. Administrative Motions**
  - a. Approval of the October 2025, January 2026, and February 2026 meeting minutes.
  - b. **MOVED: Jeffrey Hartsough SECOND: El-Bethel Debela**
  - c. The motion was approved.
  
- 3. Chair Report (5 minutes): David Silverman**
  - a. *No official Chair report*
  
- 4. Public Official Comment (2 minutes each): Comments by public officials**
  - a. *None*

5. **General Public Comment by Community Stakeholders** (2 minutes each): *comments by the public on non-agenda items within the Outreach Committee's jurisdiction*
6. **Discussion of ideas to engage better with the Sherman Oaks Community**
  - a. Members discussed adding more eye-catching content at the beginning of the Ziff Flyer.
    - 1) Recommendations made to use headlines to highlight events, important updates, and support for community organizations such as the Chamber.
    - 2) Discussion had on promoting SONC's successes by highlighting wins and key achievements.
  - b. Challenges noted with print media and discussed optimizing distribution methods.
    - 1) It was suggested that physical copies of the flyer could be placed in a central location.
  - c. Discussion on identifying initiatives that could increase excitement and community engagement.
7. **Review social media positions/responsibilities:**
  - a. Martin Stahl reported that he is caught up on the Ziff Flyer format.
  - b. The Nextdoor platform is not currently active.
    - 1) Kira Durbin is working on gaining account access.
    - 2) discussed limitations of Nextdoor, including visibility challenges.
  - c. Discussed Instagram and the website as platforms useful for posting current events, i.e. "No Kings,"
  - d. Members noted that the website should include a clickable link to the CIS for SONC's motions.
  - e. Discussion on whether maintaining a voicemail system provides sufficient value and the usefulness of voicemail transcription and services (ex. Google Voice).
8. **Review Spring Tree Giveaway**
  - a. The committee noted that the Spring Tree Giveaway was a successful event.
  - b. Trees and succulents from the Green Committee were distributed.
  - c. Members recommended highlighting the event in the Ziff Flyer.
  - d. The committee agreed that event photos should be stored in Google Drive with SONC's email address.
9. **Begin Choosing Movies in the Park 2026**
  - a. The committee discussed movie selections for the 2026 Movies in the Park series.
  - b. Suggested titles included Happy Gilmore and Shrek.
  - c. Members also discussed ideas related to films created/participated in by Sherman Oaks residents.
10. **SONC Bylaw Discussion**
11. **Additional Topics and New Business Not Agendized**
  - a. Discussed a need for a volunteer to assist with Instagram.
12. **Outreach Committee Member Announcements**
  - a. Jeffery Hartsough: a reminder to pray for the military and to practice kindness.
13. **Adjournment**

a. Meeting adjourned at 7:53 pm

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