

Outreach Committee

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



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**Sherman Oaks
Neighborhood Council**

**Outreach Committee DRAFT Minutes:
July 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. Meeting called to order at 6:39
- b. Present: Lance Khazei, Jeffrey Hartsough, Lielt Endashaw, David Silverman
Absent: Ryan Ahari, Kira Durbin, El-Bethel Debela
- c. Quorum was met, the meeting continued

2. Administrative Motions

- a. Approval of June minutes!
- b. MOVED: Jeffrey Hartsough SECOND: Lance Khazei
- c. The motion was approved.

3. Chair Report (5 minutes): David Silverman

- a. Review SONC's Free Movies in the Park: June
 - 1) June's movie was a great success, with strong community engagement and positive feedback about Terry Rossio.
 - 2) Board and SONC committee member feedback highlighted the movies as a strong source of community spirit and a valuable SONC program.

- b. *Discuss outreach plans for July and August*
 - 1) Discussed the need for greater volunteer participation from the Outreach Committee and SONC members for the remaining summer movies.
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*
 - a. None
6. **Discuss ideas to engage better with the Sherman Oaks Community**
 - a. *Review feedback from Lance Khazei and David Silverman's survey*
 - 1) Feedback highlighted SONC's strengths and areas for improvement.
 - 2) Discussed the importance of promoting programs and initiatives that have been successful while also addressing identified challenges.
 - 3) Noted that SONC currently offers relatively few program benefits, such as the Human Services Backpack Program and Movies in the Park.
 - 4) Discussed the need to make greater use of SONC's full potential, particularly in engaging community stakeholders.
 - 5) Identified existing communication tools that could be better utilized, including the website, phone line, and Constant Contact.
 - b. *Discussed possible changes to the Ziff flyer*
 - 1) Considered ways the flyer could better generate excitement and encourage engagement with SONC.
 - c. *Possible issues to create excitement and engagement with SONC*
 - 1) Proposed using the upcoming retreat as an opportunity to take a deeper dive into available resources and develop strategies for executing a stronger engagement plan.
 - 2) Discussed holding an additional virtual or in-person meeting to further explore resources, outreach strategies, and execution.
 - 3) Noted that some basic outreach and engagement efforts still need to be established or strengthened.
7. **Additional Topics and New Business Not Agendized**
 - a. Anne Spielberg confirmed for the July movie.
 - b. Discussed Movie Night logistics, including setup, transfer of materials/contact information, and coordination between Lance and Jeffrey.
 - c. July giveaways will include piano mats and leftover buttons from the previous movie.
 - d. Discussed using Movie Night to increase SONC awareness and engagement. Ideas included brief SONC video/slides before the movie, and distributing SONC giveaways such as buttons, bumper stickers, and caps etc..

- e. Discussed upcoming SONC election noting that December filing deadline and, with the period through May being important for encouraging election participation.

8. Outreach Committee Member Announcements

- a. None

9. Adjournment

- a. Meeting adjourned at 8:00 pm.

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