



Board Retreat: Summary of Discussions

Date of Retreat: Saturday, August 15, 2026

www.ShermanOaksNC.org





Topics Covered

Welcome and Call to Order

Building a Better Sherman Oaks

Community Engagement

NC Procedural Updates

Goals

Key Takeaways

Adjourn

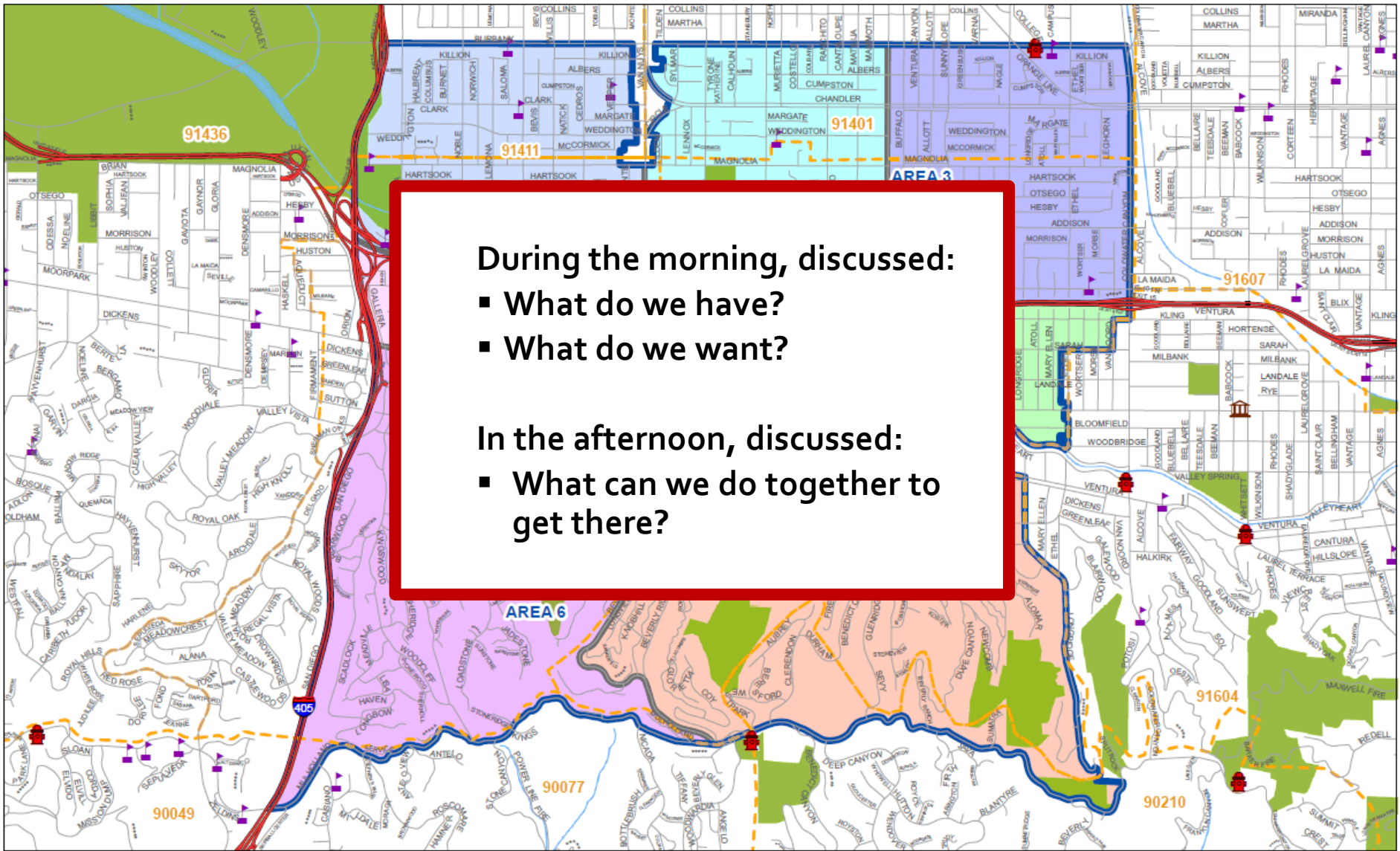
Facilitator: Gayla Kraetsch Hartsough, Ph.D., KH Consulting Group

Building a Thriving Sherman Oaks

8/15/2026

For Discussion Purposes Only





During the morning, discussed:

- What do we have?
- What do we want?

In the afternoon, discussed:

- What can we do together to get there?



**SOUTH VALLEY
AREA**
COUNCIL DISTRICT: 4
SHERMAN OAKS

Election Division
NCE Section
<http://cityclerk.lacity.org/election>

	Library
	Fire Station
	Police Station
	School
	Freeway
	Zip Codes
	Rec Areas
	Water



NOT TO SCALE



KAREN BASS
MAYOR

**SHERMAN OAKS
NEIGHBORHOOD COUNCIL**

OFFICE OF THE CITY CLERK
CITY OF LOS ANGELES



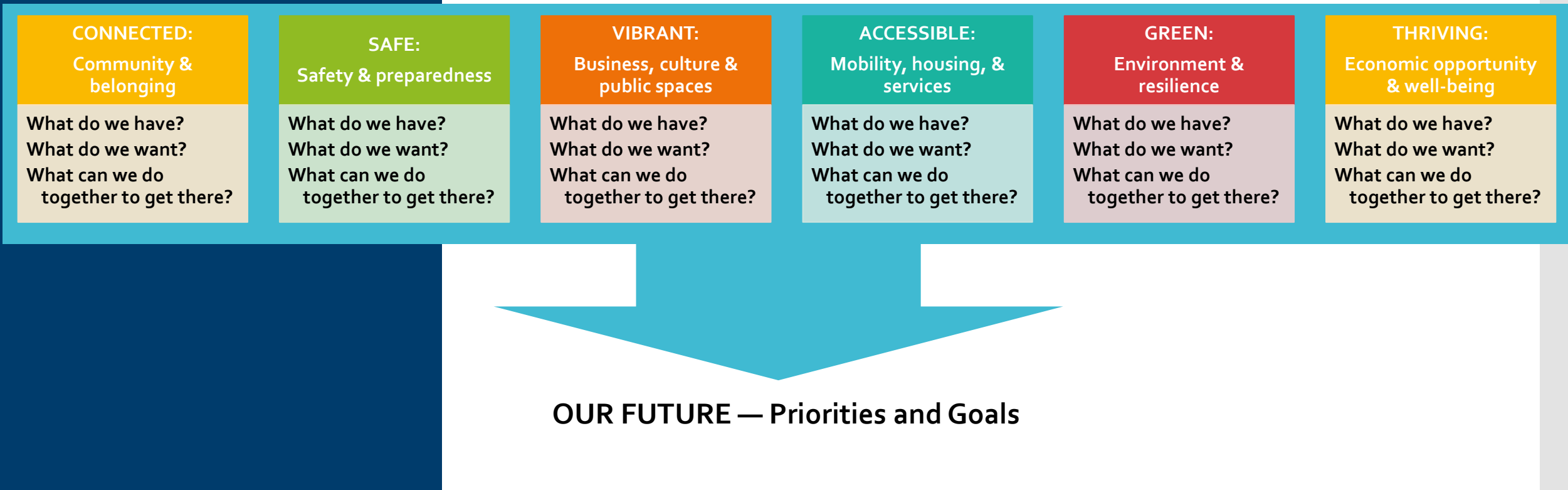
Office of the City Clerk
Election Division



Office of the City Clerk
Systems Division

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Framework to Focus on Quality of Life: Common Good and Community Aspirations



Visioning Groups' Discussion Topics

Sherman Oaks Community: Today and Desired Life

- Imagine you're talking with a real estate forum that is asking why their clients would choose to live in Sherman Oaks versus elsewhere.
 - What is Sherman Oaks's image today?
 - What are the benefits of Sherman Oaks?
 - What are the drawbacks?
- Imagine you're designing ideal commercial corridors for Sherman Oaks to promote our quality of life, economic vitality, and community identity.
 - What would make the Sherman Oaks business corridors stronger community gathering places?
 - How can local businesses thrive?
 - What kinds of businesses are missing?



CONNECTED: Community & belonging	SAFE: Safety & preparedness	VIBRANT: Business, culture & public spaces	ACCESSIBLE: Mobility, housing, & services	GREEN: Environment & resilience	THRIVING: Economic opportunity & well-being
What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?

Shared Image Themes

Image Today

- Walkability
- Smaller community
- Good place to live
- Affluent
- Expensive
- .jpeg

Desired Image

- Walkability
- Community atmosphere
- Family-friendly/person friendly
- Green spaces
- Affordability
- Tax incentives
- Vibrant/lively
- Clean
- Safe
- .gif

Shared traits to preserve

Desired traits

CONNECTED: Community & belonging	SAFE: Safety & preparedness	VIBRANT: Business, culture & public spaces	ACCESSIBLE: Mobility, housing, & services	GREEN: Environment & resilience	THRIVING: Economic opportunity & well-being
What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?



Shared Themes: Benefits & Drawbacks Today

Sherman Oaks	CONNECTED: Community & belonging	SAFE: Safety & preparedness	VIBRANT: Business, culture & public spaces	ACCESSIBLE: Mobility, housing, & services	GREEN: Environment & resilience	THRIVING: Economic opportunity & well-being
Benefits Today	▪ Walkable for people, children in strollers, & their dogs ▪ Family-friendly ▪ Diversity & welcoming ▪ Great Neighborhood Council	▪ Safe for people (safety benefits, less crime)	▪ Shopping, restaurants, businesses PLUS small business presence ▪ Ventura Boulevard ▪ Known for good places to go ▪ General amenities (e.g., miniature gold family fun center (Castle Park)), Van Nuys-Sherman Oaks Park)	▪ Good schools (both public and private) ▪ Central location; accessibility to "over the hill" ▪ Food access	▪ Parks & Recreation	
Drawbacks Today	▪ Limited diversity ▪ Lack of corporate citizenship	▪ Property crime/crime incidents, including auto break-ins & postal theft ▪ Dark streets & streets without sidewalks	▪ Lack of parking in retail and neighborhoods	▪ Lack of Metro ▪ Traffic (busy streets / congestion & bad drivers) ▪ Not a great biking community	▪ Infrastructure (e.g., sidewalks)	▪ Limiting business opportunities ▪ Homeownership; expensive real estate ▪ Expensive to live ▪ Unhoused population & homelessness



Role Model Communities

California communities

- Felton, CA
- Cerritos, CA
- Ventura, CA
- Beach cities, CA
- Culver City, CA (culture and vibe)
- Hollywood, CA (movie industry)
- Studio City, CA, (outdoor element)

U.S. communities outside of California

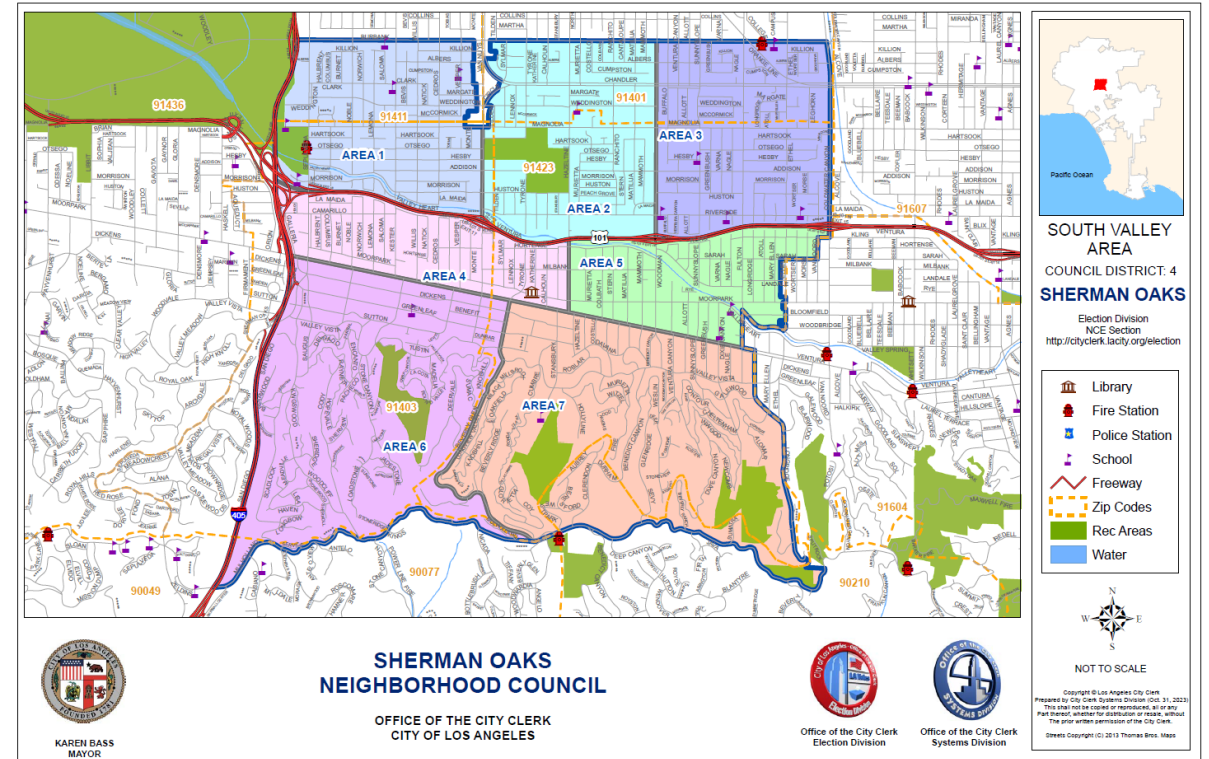
- Savannah, Georgia
- Boulder, CO (public transportation, human services programs)
- Austin, TX (walkability)
- San Antonio, TX (river walk)
- Williamsburg, NY

European communities

- Ireland (public transportation)
- Western Europe (marketplaces)
- Italy

Sherman Oaks Business Corridors

- Ventura Blvd.
- Van Nuys Blvd.
- Sepulveda Blvd.
- Riverside
- Moorpark
- Woodman



Shared Themes: Desired Changes

Sherman Oaks	CONNECTED: Community & belonging	SAFE: Safety & preparedness	VIBRANT: Business, culture & public spaces	ACCESSIBLE: Mobility, housing, & services	GREEN: Environment & resilience	THRIVING: Economic opportunity & well-being
Desired Changes for Both Residents & Businesses	▪ Livable streets		▪ More and wider sidewalks ▪ Outside seating	▪ Better public transportation ▪ Bike lanes	▪ More green spaces	▪ Affordability
Desired Changes for Residents	▪ More third spaces for a shared community (e.g., common neighborhood spaces) ▪ Greater diversity	▪ Enforcement of traffic signs		▪ Less traffic ▪ Encouraging public transportation & biking		▪ Mixed-use on commercial corridors
Desired Changes for Businesses			▪ Greater variety (more options)	▪ More parking ▪ Community charging stations		▪ Senate Bill 79

Small Group Discussion Details

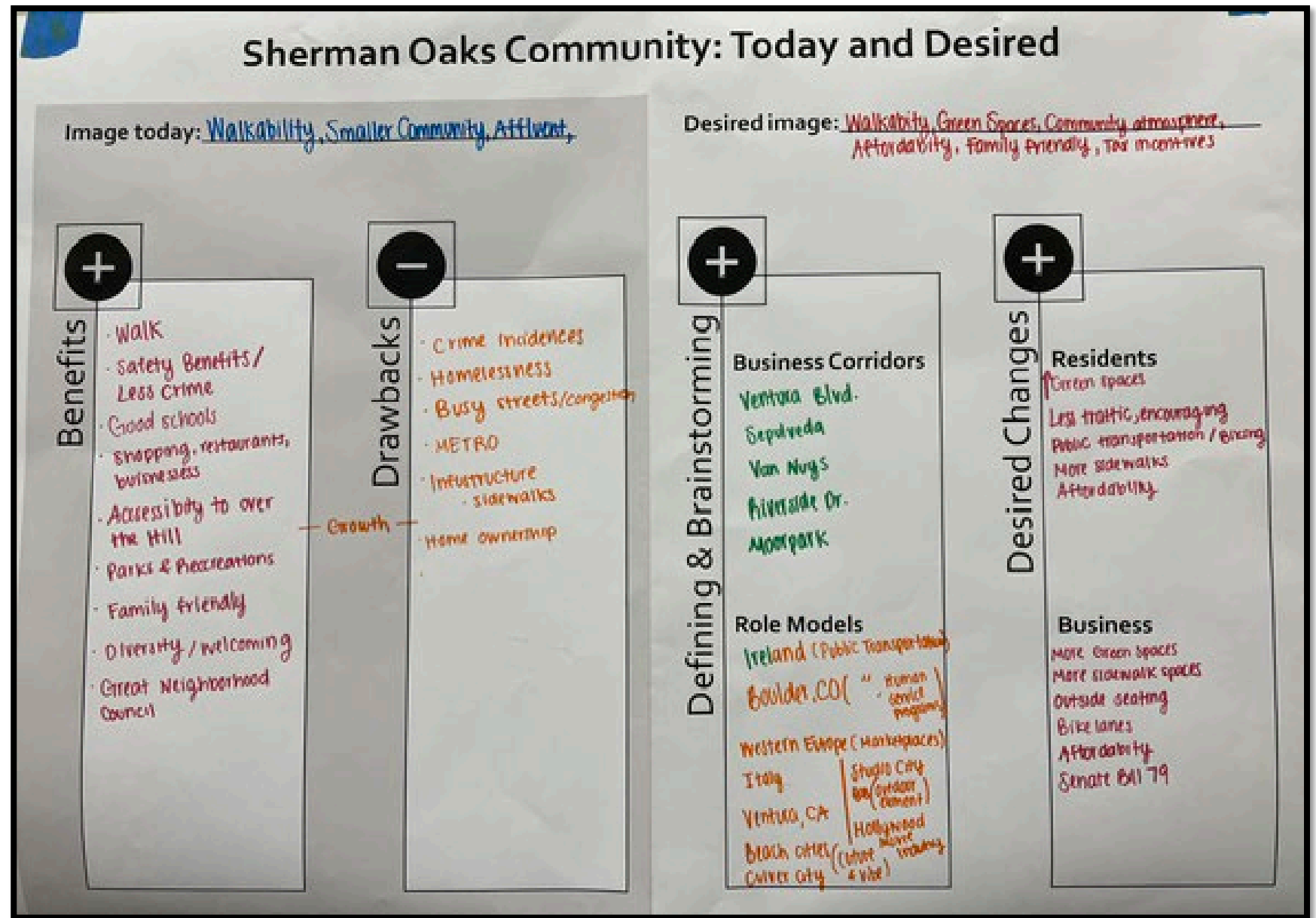
Sherman Oaks Community: Today and Desired

Image today: Good place to live

Desired image: Clean, safe and lively, person friendly

Today		Desired	
+ Benefits - Ventura Blvd in Sherman Oaks still has a small business presence. - Central location. - Known for good places to go. - General amenities: miniature golf, family fun center (Castle Park), Van Hous Sherman Oaks Park - People love to walk their dogs and children are in their strollers. - Schools both public and private are really good.	- Drawbacks - Traffic - (bad drivers). - Auto break ins - postal theft - Dark streets - R.E. is expensive - Streets without sidewalks. - Not a great biking community - parking in retail and neighborhoods are lacking. - Corporate citizenship is lacking.	+ Defining & Brainstorming Business Corridors - Ventura and Van Hous Blvd. - Sepulveda Blvd. - Riverside - Woodman Role Models - Savannah, Georgia - Folsom, CA - Covington, CA	+ Desired Changes Residents - wider sidewalks - enforcement of traffic signs - Neighborhood commons - liveable streets Business - wider sidewalks - more parking - community charging stations - liveable streets - better public transport

Small Group Discussion Details



Small Group Discussion Details

Sherman Oaks Community: Today and Desired

Image today: Affluent + expensive . jpg Desired image: Walkable + green + vibrant . GIF

Category	Current State (Today)	Desired State (Desired)
Benefits (+)	Safe 4 people walkable food access	
Drawbacks (-)	property crime limited diversity unhoused population limiting business opp expensive	
Defining & Brainstorming (+)		Business Corridors Ventura / Van Ness Role Models Palisades village pre-fire Austin (walkability) San Antonio (river walk) Williamsburg NY
Desired Changes (+)		Residents Mixed use on commercial corridors more third spaces shared community ↑ Diversity 🏳️‍🌈 Business ↑ Variety (more options)



10 Years from now, Sherman Oaks is recognized as a model community – a great place to live, work, and play.

Identified common aspirations from the residential and business discussions

LIVE

- **Affordability (9)**
- **Quality of life (8)**
- **Safety (6)**
- **Walkability (4)**
- Schools (4)
- Housing (3)
- Parks/recreation (3)
- Community engagement (2)
- Health (0)

WORK

- **Local businesses (6)**
 - Small business (2)
 - Entrepreneurship (2)
 - Commercial vitality (2)
- Employment (4)
- Access to regional employment (1)
- Sustainability (1)
- Economic diversity (0)

PLAY

- **Transportation – location/accessibility (7)**
- **Walkable commercial districts (4)**
- Arts/culture (4)
- Parking (3)
- Restaurants (2)
- Entertainment (2)
- Events (1)
- Shopping (0)
- Hospitality (0)

Items in **bold red** were identified most frequently by attendees – a minimum of 6 dots.

Note:

- **Walkability** appeared under both “Live” and “Play” and, together, would have had a rating of 8.
- If small business, entrepreneurship, and commercial vitality were combined as “**local businesses**,” they would have a rating of 6.

Stakeholder & Community Engagement

Brainstorming



Sherman Oaks Demographics: What has changed?

Measure	2016 (Approx.)	2026* (Approx.)	Difference
Total population	70,400	83,900**	+13,500 (+19%)
Age 18–64	69%	63%	–6 percentage points
Homeowners	40%	42%**	+2 points
Renters	60%	58%**	–2 points
White	69%	68%	–1 point
Hispanic/Latino	9%	13%	+4 points
Asian	8%	9%	+1 point
Black	6%	5%	–1 point
English only / English very well	91%	87%	–4 points
Spanish spoken at home	10%	10%	About the same
Other languages	7%	9%	+2 points
Bachelor's degree or higher	41%	64%	+23 points
Some college / associate degree	28%	22%	–6 points
High school graduate	12%	10%	–2 points
No high school diploma	4%	4%	About the same
Mean household income	\$116,800	\$130,000–\$140,000***	+\$13,000–\$23,000
Households earning >\$100,000	26%	50%	+24 points
Households earning <\$25,000	14%	9%	–5 points
People with disabilities	8%	10%	+2 points

Note: Sherman Oaks is a neighborhood rather than a Census-designated place, so its boundaries don't correspond neatly to a single Census geography. The current data available for the Sherman Oaks ZIP codes do not produce a perfectly apples-to-apples comparison with the 2016 figures.

*Latest available data from the 2020–2024 American Community Survey (ACS) of the U.S. Census: 5-year estimates, released for use in 2026: By ZIP, 91403: 25,793; 91423: 32,328; and 91411: 24,984 (designated as Van Nuys).

**In terms of housing, current ACS data show: 91403: 44.7% owner occupied / 55.3% renter occupied. 91423: 37.2% owner occupied / 62.8% renter occupied. Thus, one should be cautious about saying that Sherman Oaks as a whole has moved from 40/60 to 42/58. The available data actually show considerable variation within Sherman Oaks.

***The latest ACS estimates show median household income of \$116,170 in ZIP 91403 and \$109,461 in 91423.

Sherman Oaks Stakeholders & Community Assets (2020)

People & Community

Condo or Homeowners

Employees who work in SO

Individuals who are homeless

Neighborhood Watches

Other homeowner associations

Renters

SOHA

Other

Government

LA City Council member

LA City Planning Department

LAPD/LA Fire Dept.

LA City Mayor

LA County Board of Supervisors

LA Metro

LA Parks & Rec

Animal Shelters

Library

Senior Center

U.S. Army Reserve

U.S. Post Office

VNSO Park

LADOT & Parking Enforce.

Business/ Economy

BID

SO Chamber

Corporations

Developers

Merchants

Service

Valley Economic Alliance

Other

Education & Non-Profit Organizations

AYSO

Faith-based organizations

Little League

Nursery Schools

Private Schools: K-12

Public Schools

Other

Stakeholders & Community Assets

Form breakout groups to focus on stakeholders:

- A. People & Community
- B. Government
- C. Businesses & Economy
- D. Education & Nonprofit organizations



In small groups:

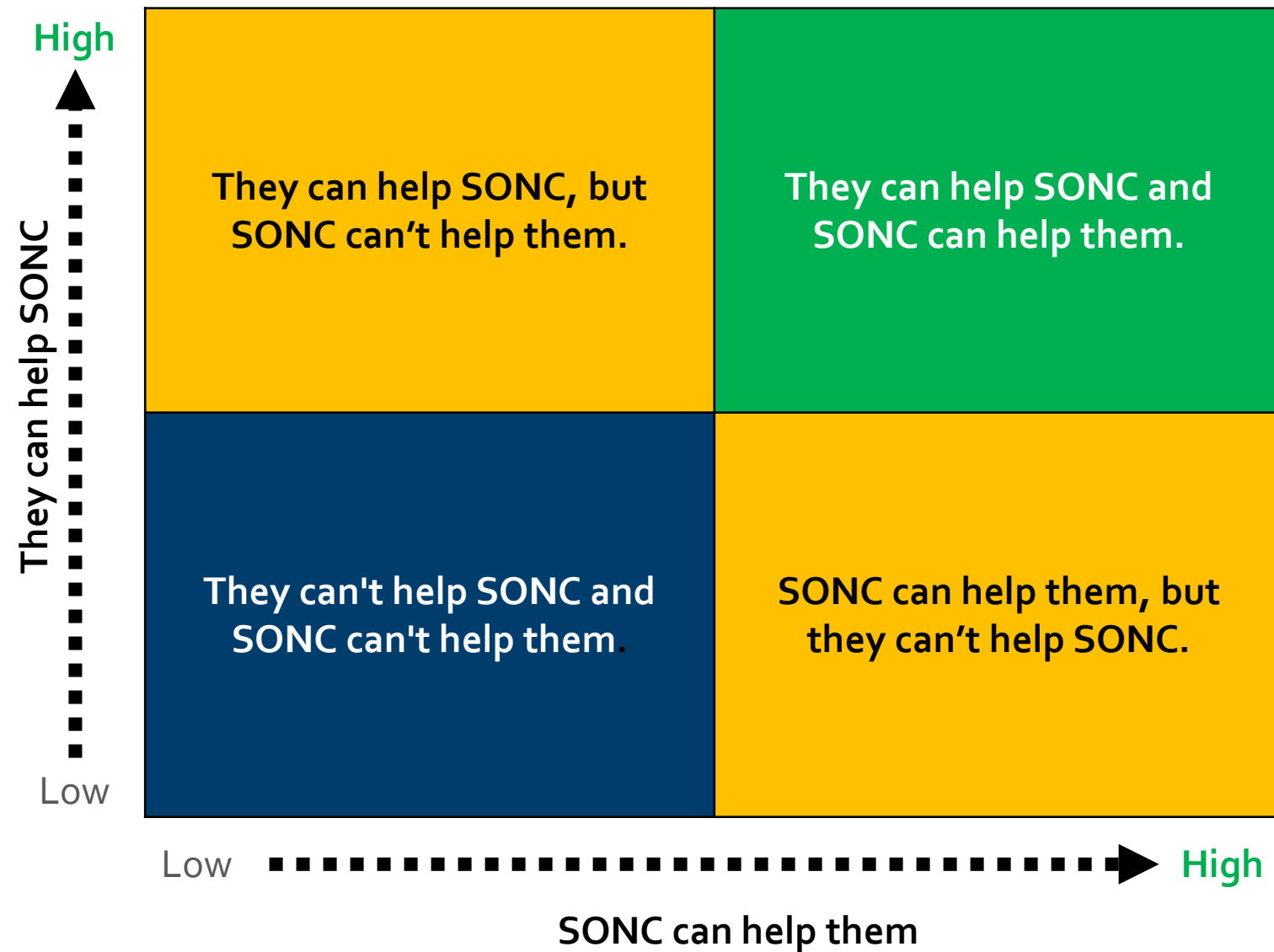
- Mark on the labels how engaged each stakeholder is with SONC:
 - 1. = Not engaged
 - 2. = Somewhat engaged
 - 3. = Very engaged
- Add any missing ones
- Place your stakeholders on the grid, based on:
 - Can they help SONC?
 - Can SONC help them?

Large group discussion:

- What stakeholders should SONC focus on engaging?
- What is the best means for engaging them?

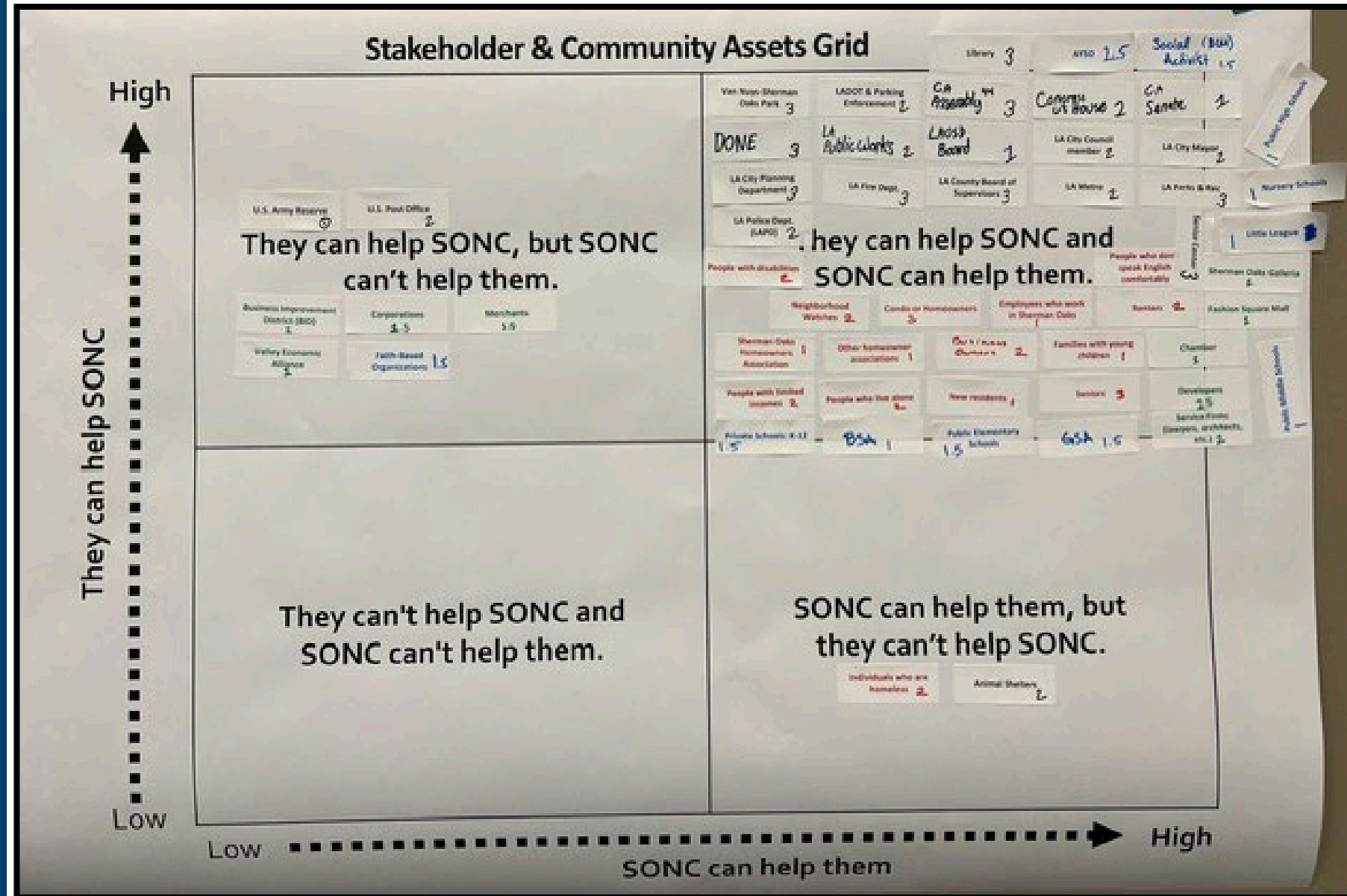


Stakeholders & Community Assets Grid





SONC Ratings and Plotting of Stakeholders





Increasing Engagement: People & Community

Who might find it difficult to fully participate in SONC – and what could we change?

Who might find it difficult to fully participate in SONC?

- Families with young children
- New residents/renters
- People who work in Sherman Oaks
- People who don't speak English comfortably
- People with disabilities

What we can change:

- Outreach – what issues do they care about?
- Shorter meetings
- Hybrid meetings

People & Community

Families w/ young children

New residents/renters

People who work here

People who don't speak english comfortably

People with disabilities

Outreach – what issues do they care about?

Shorter meetings

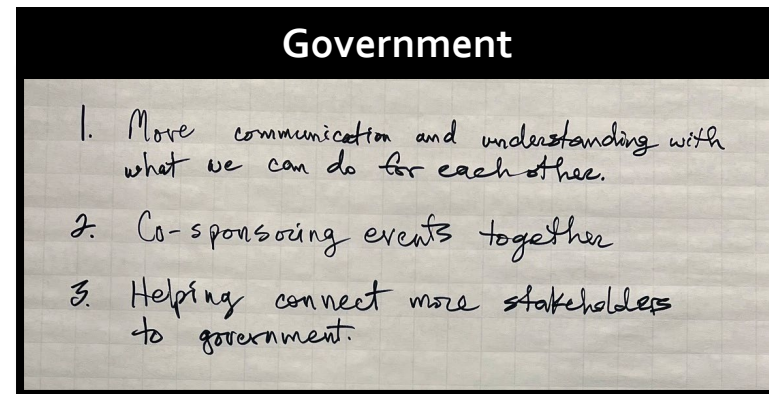
Hybrid meetings



Increasing Engagement: Government

How do we build stronger relationships with LA City? Our Council Member? Other governmental entities?

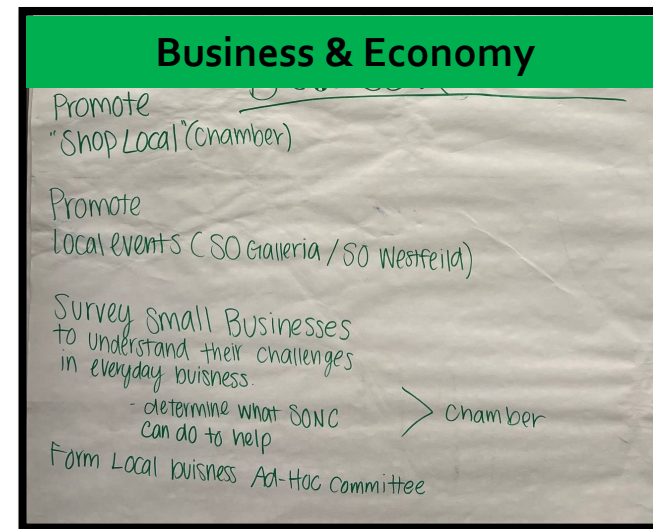
- More communication and understanding with what we can do for each other
- Co-sponsoring events together
- Helping to connect more stakeholders to government



Increasing Engagement: Businesses & Economy

How do we strengthen our working relationships with our business community?

- Promote “shop local;” partner with the Sherman Oaks Chamber of Commerce
- Promote local events (e.g., Sherman Oaks Galleria/Westfield)
- Survey small businesses to understand their challenges in everyday business; partner with the Sherman Oaks Chamber of Commerce to determine what SONC can do to help
- Form a local business ad hoc committee





Increasing Engagement: Education & Nonprofit Organizations

How do we build stronger partnerships with other NCs/VANC? Schools? Nonprofits? Others?

Schools

- Re-establish the Education Committee
- Establish a Student Committee:
 - Encourage schools to identify student representatives (including nursery schools)
 - Involve students in volunteer service; can earn volunteer credit
 - Advocacy (CIS) by students
 - Engage residents under the age of 18 in government
 - Student involvement in event planning

Schools and Nonprofit Organizations

- List of active schools and nonprofits in Sherman Oaks
 - Identify responsible individuals within each school and nonprofit to serve as a liaison
 - Identify PTA presidents of schools
 - Identify LAUSD School Board member and supervisor for the region
- Little League/AYSO
 - SONC presence at significant events (opening and closing events)
 - Be added to their mailing list

Schools & Nonprofit Organizations

- Re-Establish Education Committee
- Student Committee
 - Involving in Volunteer Service
 - Advocacy (CIS) by students
 - Engaging under 18 years in gov't
 - Involve in event planning
 - Increase Youth Attendance
 - Volunteer Credit
- Encourage schools to identify student representation or identified school representative (e.g., nursery schools)
- List of active schools and nonprofits in Sherman Oaks
 - Identify responsible individuals within each school and nonprofit to serve as a liaison
 - Identify PTA presidents of schools
 - Identify School Supervisor for the Region School Board
- Little League / AYSO
 - SONC presence at significant events (opening / closing events)
 - Be added to their mailing list

NC ADMINISTRATIVE ISSUES

John Darnell, SONC Neighborhood Empowerment Advocate
(NEA), DONE



Administrative Issues

- Brown Act
- Conflict of Interest
- Public Records Act
- Running Meetings
- SONC by-laws, policies, procedures, committees, and transparency
- Budget and budgeting process, including how/when committees submit budgets



Governing Documents

- SONC Documents
 - SONC By-Laws, 2026 (updated)
 - SONC Policies and Procedures, 2011
 - SONC Standing Rules, 2005
- LA City Documents
 - Los Angeles City Charter
 - The Plan
 - Conflict of Interest
 - DONE
- California and other Documents
 - Brown Act
 - Conflict of Interest
 - Public Records Act
 - Americans with Disabilities Act
- **Neighborhood Council Funding Program Policies and Test – due August 31, 2026 (new)**



Elections: SONC Election Timeline

- General elections coming up on November 2, 2026
- SONC elections coming up on May 6, 2027

8/15/2026

Election Day: May 6, 2027			
Description	Days Before Election	Day of the Week	Deadline
Candidate Filing Period Begins	E-135	Tuesday	December 22, 2026
Candidate Challenge Period Begins	E-135	Tuesday	December 22, 2026
Candidate Filing Period Ends	E-75	Saturday	February 20, 2027
Documentation Deadline for Candidates	E-72	Tuesday	February 23, 2027
Last Day to Submit Candidate Challenges	E-65	Tuesday	March 2, 2027
Candidate Withdrawal Deadline	E-65	Tuesday	March 2, 2027
Last Day to Resolve Candidate Challenges	E-62	Friday	March 5, 2027
Deadline to Announce Board Affirmation	E-62	Friday	March 5, 2027
Release of Certified List of Candidates	E-62	Friday	March 5, 2027
Deadline to Recruit Polling Place	E-62	Friday	March 5, 2027
Ballot Development Begins	E-62	Friday	March 5, 2027
Vote-By-Mail Application Period Begins	E-60	Sunday	March 7, 2027
Poll Worker Recruitment Begins	E-60	Sunday	March 7, 2027
Candidate Photo/Statement Deadline	E-58	Tuesday	March 9, 2027
Ballot Mailing Period Begins	E-35	Thursday	April 1, 2027
Complete Ballots	E-25	Sunday	April 11, 2027
Vote-By-Mail Application Period Ends	E-19	Saturday	April 17, 2027
Deadline to Mail Ballots/Resends	E-12	Saturday	April 24, 2027
Election Day	0	Thursday	May 6, 2027¹
Recount/Challenge Filing Period Begins	E+1	Friday	May 7, 2027
Provisional Voter Document Deadline	E+4	Monday	May 10, 2027
Unofficial Results Due	E+5	Tuesday	May 11, 2027
Recount/Challenge Filing Period Ends	E+6	Wednesday	May 12, 2027
Deadline to Receive Postmarked Ballots	E+10	Sunday	May 16, 2027
Challenge Resolution Deadline	E+11	Monday	May 17, 2027
Official Results Due/Certification Deadline	E+13	Wednesday	May 19, 2027
Retention of NC Materials	-	Monday	August 30, 2027

The City Clerk - Election Division office is open Monday through Friday, 8 a.m. to 5 p.m. and will not be open on weekends or holidays.

1. Ballots must be postmarked by Election Day and received within ten calendar days.

December 2026 – Candidate Filing

February 2027

March 2027

April 2027

May 6, 2027 – Election Day

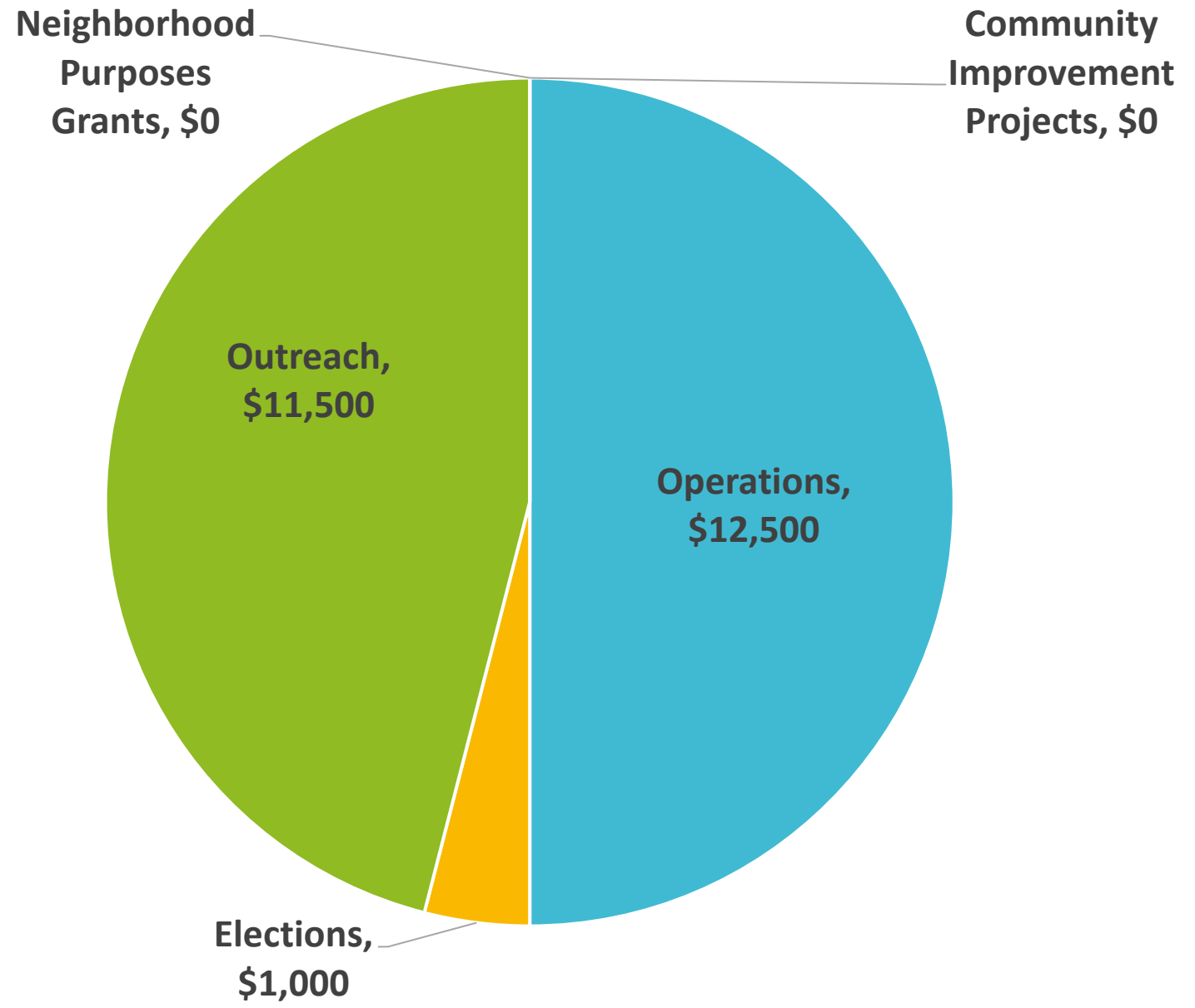
May 19, 2027 – Results

August 2027

SONC Budget of \$25,000

Jeffrey Hartsough, SONC Treasurer

**FY 2026-2027
Approved
Budget of
\$25,000**





NC Fiscal Year Administrative Packet

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Office/Operational Expenditures Category	
Voice Mail Service	\$ 250.00
Website Maintenance Hosting	\$ 1,500.00
USPS Post Office Box	\$ 300.00
Board Meeting Facilities	\$ 2,000.00
Copy Services - Board, Committees, Meetings	\$ 1,000.00
Office Supplies	\$ 500.00
Refreshments/Snacks for Meetings	\$ 2,400.00
Postage Stamps	\$ 50.00
Board Business Cards, Shirts, Badges, et al.	\$ 1,000.00
Storage Facility	\$ 3,500.00
Total Office/Operational Expenditures	\$ 12,500.00

*The Funding Program will notify each NC of their Fiscal Year closing balance including available rollover funds and/or applicable adjustment, if any, approximately August 1st or next business day. Depending on when an NC submits its Admin Packet/annual budget, the NC may need to revise and resubmit its annual budget to account for any rollover and/or adjustments.

OFFICE OF THE CITY CLERK | clerk.ncfunding@lacity.org | 213-978-1058

0423

NC Fiscal Year Administrative Packet

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NC Fiscal Year Administrative Packet

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Election Expenditures Category	
2027 Election	\$ 1,000.00
Total Election Expenditures	\$ 1,000.00

Community Improvement Projects (CIP) Expenditures Category	
Total CIP Expenditures	\$ 0.00

8/15/2026

For Discussion Purposes Only



Funding Form Requests

--- DRAFT---					
SHERMAN OAKS NEIGHBORHOOD COUNCIL					
ESTIMATED OPERATING BUDGET TEMPLATE					
(A.) Name: Contract Info.: Title of Committee or Event					
(B) COMMITTEE/EVENT DESCRIPTION	(C) BUDGET CATEGORY NO.	(D) SUB CATEGORY	(E) TYPE OF EXPENSE	(F) VENDOR	(G) TOTAL ESTIMATED COST



Funding Form Instructions

Column A:

Please provide your Name, Email Address and Title of Committee or Event.

Column B: FY 19-20 COMMITTEE OR EVENT DESCRIPTION

Provide the description of the ongoing or new project or event.

(Please find enclosed examples for column C on Tab-Budget Column Description)

Column C: BUDGET CATEGORY NUMBER

This column is helpful if you are aware of the 5 sub-categories in which your request is grouped. However not mandatory.

(Please find enclosed the 5 sub-categories and associated number for column D on Tab-Budget Column Description).

Column D: SUB-CATEGORY DESCRIPTION

Please provide the sub-category title for each of your request

(Please find enclosed 5 descriptive sub-categories and associated number for column E on Tab-Budget Column Description).

Column E: TYPE OF EXPENSE

Provide the type of expense that will be utilized in the success of your project or event.

(Please find enclosed examples of vendors for column B on Tab-Budget Column Description)

Column F: VENDORS

Provide names of vendors that will be utilized in the success of your project.

(Please find enclosed examples of vendors for column B on Tab-Budget Column Description)

Column G: TOTAL ESTIMATED AMOUNTS

Please provide estimates or actual total cost for each itemized request.

SONC Website

Harold Shapiro



Overview of Main Street Movement— Lance Khazei

See Lance Khazie's slide deck in the
Attachment for details.

SONC Mission

Time limitations prevented this discussion at the retreat and, thus, deferred to a future SONC meeting.



SONC Board & Committee Goals

Time limitations prevented a full discussion of goals at the retreat and, thus, these preliminary goals should be deferred to future SONC Board and committee meetings.



SONC Board, Executive Committee, & Committees

How to improve/sustain quality of life & increase community engagement?

☐	Outreach	
☐	Human Services	
☐	Planning & Land Use Management (PLUM)	
☐	Finance	
☐	Green & Sustainability	
☐	Traffic & Transportation	
☐	Public Safety	
☐	Government Affairs	



Brainstorming 2026-2027 Committee Goals

Participants were asked to:

- Think about the discussions this morning relating to quality of life for residents and businesses
- Develop 2-3 goals for the next year on how SONC can affect improvements to Sherman Oaks' quality of life

CONNECTED: Community & belonging	SAFE: Safety & preparedness	VIBRANT: Business, culture & public spaces	ACCESSIBLE: Mobility, housing, & services	GREEN: Environment & resilience	THRIVING: Economic opportunity & well-being
What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?	What do we have? What do we want? What can we do together to get there?



Potential Post-It Goals for SONC Board & Committees, Generated by Retreat Participants

Potential Goals	SONC Board (All) or Committee	Common Good
Fully populate the SONC Board with engaged members (Note: Candidates can file to run for the SONC Board between December 22, 2026, and February 20, 2027.)	All	Connected
Establish a productive working relationship with CD4	Executive Committee	All
Improve communication, cooperation, and collaboration among SONC committees	All	Connected
Increase Board members' participation in committees	All	Connected
Conduct neighborhood canvassing, including populations have difficulties in fully participating in SONC	Outreach	Connected
Get as much of the community out as possible at events (both SONC and non-SONC led)	Outreach	Connected
Increase engagement among socio-economic groups in Sherman Oaks that have greater difficulty in participating	Outreach	Connected
Recruit and activate committee members	Outreach	Connected

CONNECTED:
Community & belonging

SAFE:
Safety & preparedness

VIBRANT:
Business, culture & public spaces

ACCESSIBLE:
Mobility, housing, & services

GREEN:
Environment & resilience

THRIVING:
Economic opportunity & well-being



Potential Post-It Goals for SONC Board & Committees, Generated by Retreat Participants

Potential Goals	SONC Board (All) or Committee	Common Good
Design and launch a Main Street Movement to engage small businesses	Outreach: Business	Connected, Vibrant, Thriving
Support small businesses by highlighting them on social media	Outreach: Business	Connected, Vibrant, Thriving
Drive actions to review the Community Plan Update to achieve the desired future (e.g., livable streets) for Sherman Oaks	Plum	Connected, Vibrant, Accessible, Green
Work with the City of Los Angeles to establish dedicated bike lanes along major roads	Plum	Safe, Accessible
Increase waste management disposal and placement of multi-stream bins	Plum	Green
Increase human services impact	Human Services	Accessible, Thriving
Advocate with the LAPD to hire or assign more police for traffic control	Safety	Safe, Accessible
Work with LAPD to work on issues for individuals who are homeless	Safety	Accessible
Work with the Bureau of Street Lighting to repair streetlights to avoid dark streets at night	Safety	Safe

CONNECTED:
Community & belonging

SAFE:
Safety & preparedness

VIBRANT:
Business, culture & public spaces

ACCESSIBLE:
Mobility, housing, & services

GREEN:
Environment & resilience

THRIVING:
Economic opportunity & well-being



Potential Goal Areas for SONC Board & Committees Based on Stakeholder Discussions

Potential Goals	SONC Board (All) or Committee	Common Good
Re-establish the Education (& Nonprofit Organization) Committee	SONC Board	Connected
Establish a Student Committee	SONC Board	Connected
Develop a list of active schools and nonprofits in Sherman Oaks, including the responsible individuals within each school (e.g., PTA presidents, LAUSD School Board member) and nonprofit to serve as a liaison	Education (& Nonprofit Organization) (new)	Connected
Ensure SONC's presence at significant Little League/AYSO events (opening and closing events); be added to their mailing list	SONC Board	Connected
Form a local business ad hoc committee	SONC Board	Connected, Vibrant, Thriving
Partner with the Sherman Oaks Chamber of Commerce to promote "shop local;" local events (e.g., Sherman Oaks Galleria/Westfield), and survey small businesses to understand their challenges and determine what SONC can do to help	Local Business Ad Hoc (new)	Connected, Vibrant, Thriving

CONNECTED:
Community & belonging

SAFE:
Safety & preparedness

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Next Steps: Develop S.M.A.R.T. Goals

Prepare goals for:

- SONC overall
- SONC committees



Example of a S.M.A.R.T. goal:

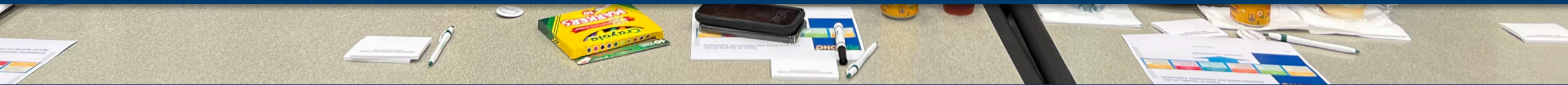
By February 22, 2027, have at least one candidate for all open seats (Areas 2, 4, and 6) and vacant seats to run for the SONC Board.

Internal SONC Communications

Time limitations prevented this discussion at the retreat and, thus, deferred to a future SONC meeting.



Participants shared what they found most exciting during the retreat.



Closing

**Thank you to
all the
participants
for making this
retreat a
success!**

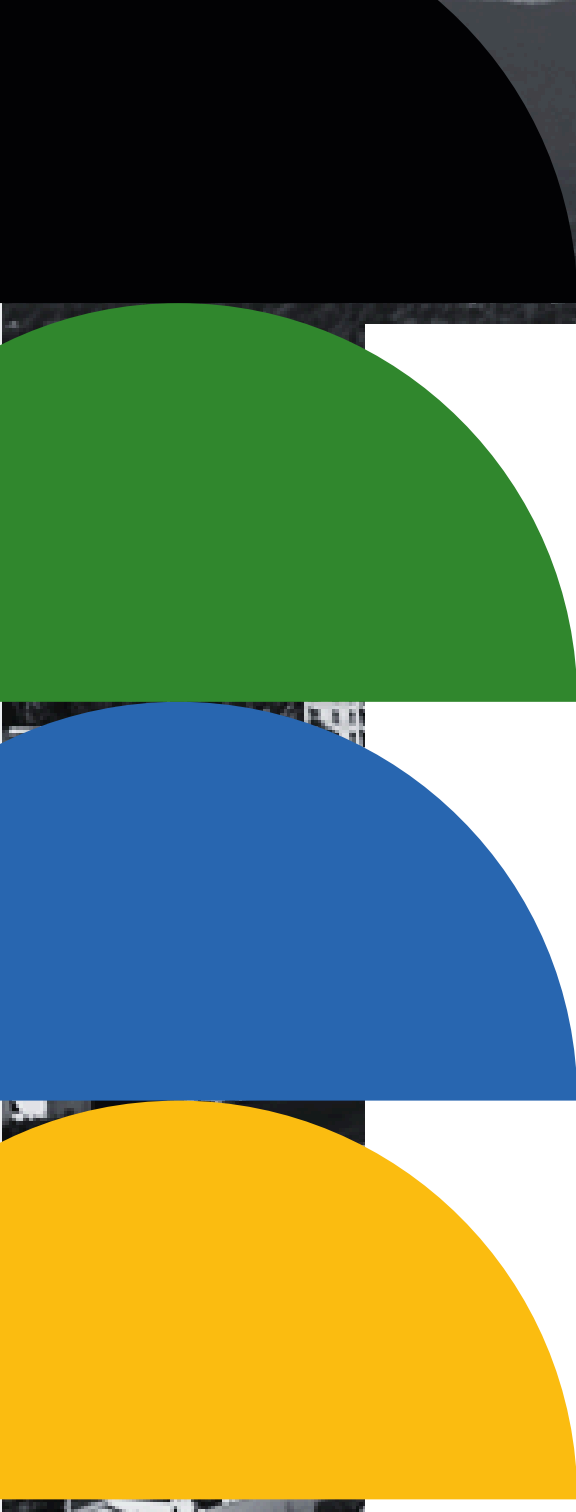




Sherman Oaks Neighborhood Council

The background of the slide is a photograph of a wide, multi-lane street lined with tall palm trees. In the distance, a range of mountains is visible under a clear sky. The image is overlaid with a semi-transparent teal rectangle on the left side and a solid green horizontal band across the middle where the title is located.

Attachment: Main Street Movement – Lance Khazei



THE MAIN STREET MOVEMENT

*& THE
SHERMAN OAKS NEIGHBORHOOD COUNCIL*



QUESTIONNAIRE FEEDBACK

What does SONC need to improve?

“There should be more collaboration with other Neighborhood Councils.”

“No outreach when needed.”
“No new ideas.”

“Low community engagement from and with residents and businesses. I think it would be beneficial for SONC representatives to **connect with local businesses** to bring them into the SONC social activities.”

“Sherman Oaks faces lack of representation when SONC files a CIS... appoint (someone) to present the CIS to (the City) Council.”

“The board needs inspiration to participate. That includes enthusiasm and an unrelenting call to duty.”

“No one wants to show up.”

“Board members should be more engaged with City Hall.”

“I would like to see SONC figure out how to better encourage participation in the Neighborhood Council process from the community.”



Newsletters

The Atlantic

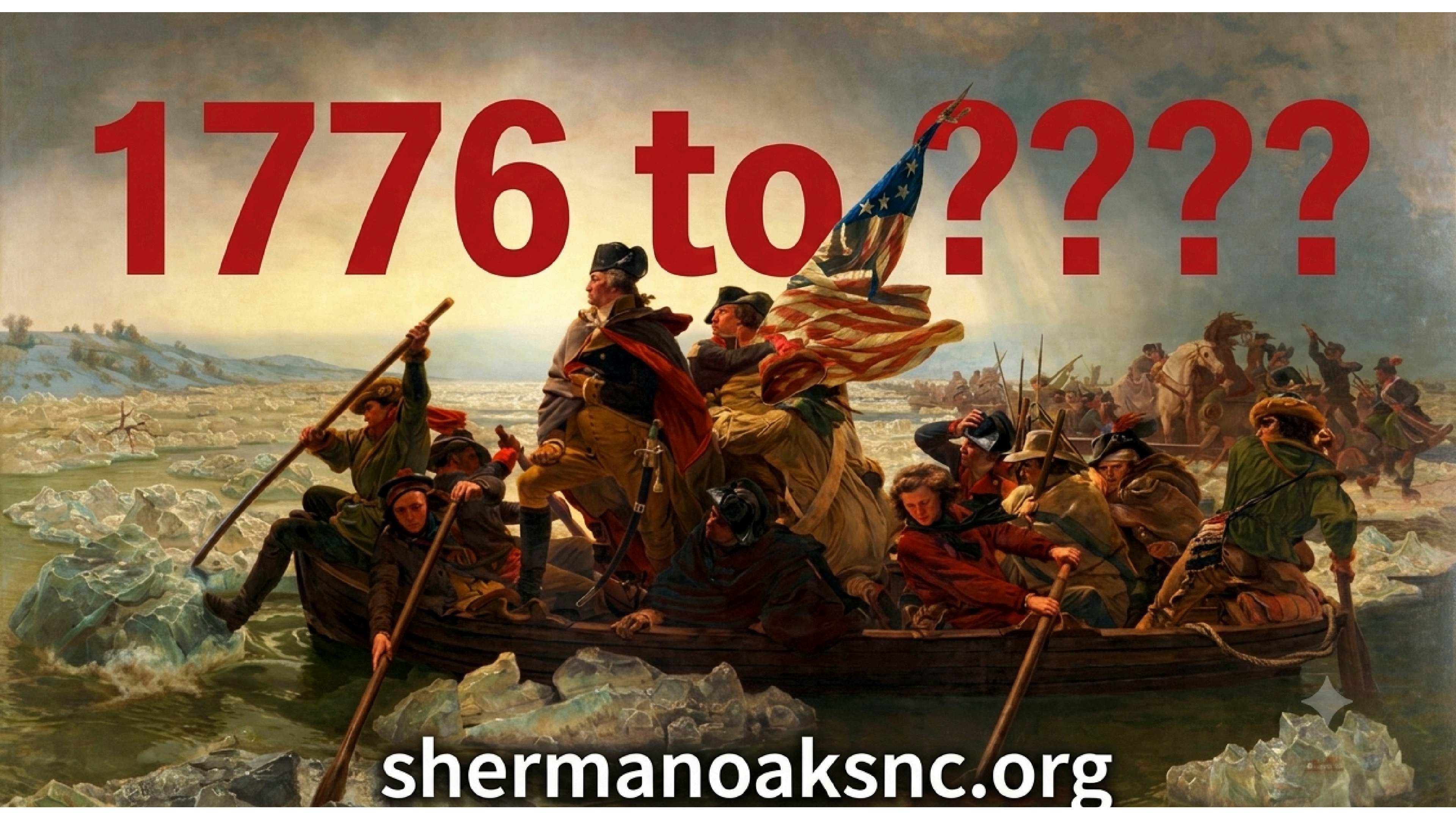
BUSINESS

U.S. Income Inequality: It's Worse Today Than It Was in 1774

Even if you count slaves.

By Jordan Weissmann

1776 to ????

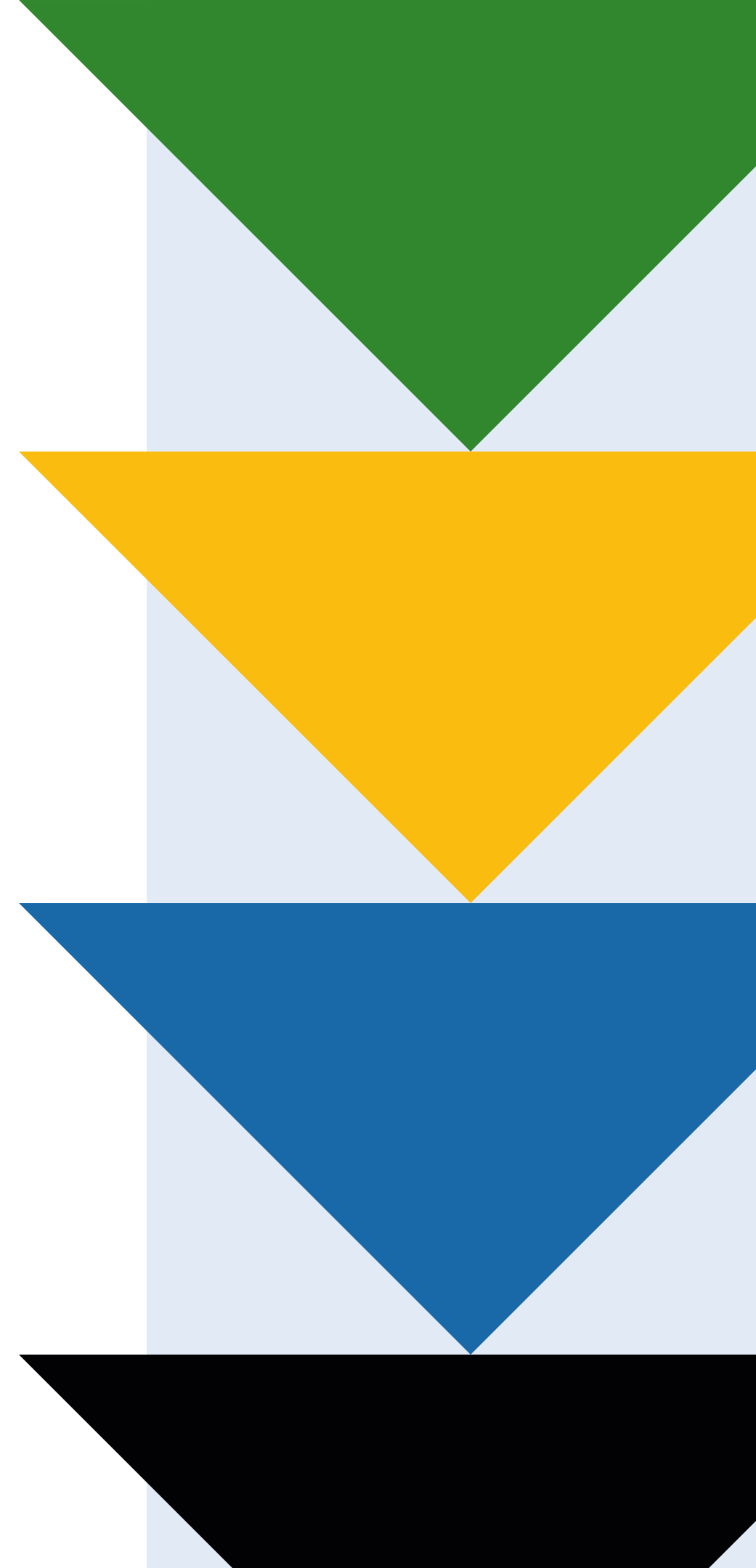
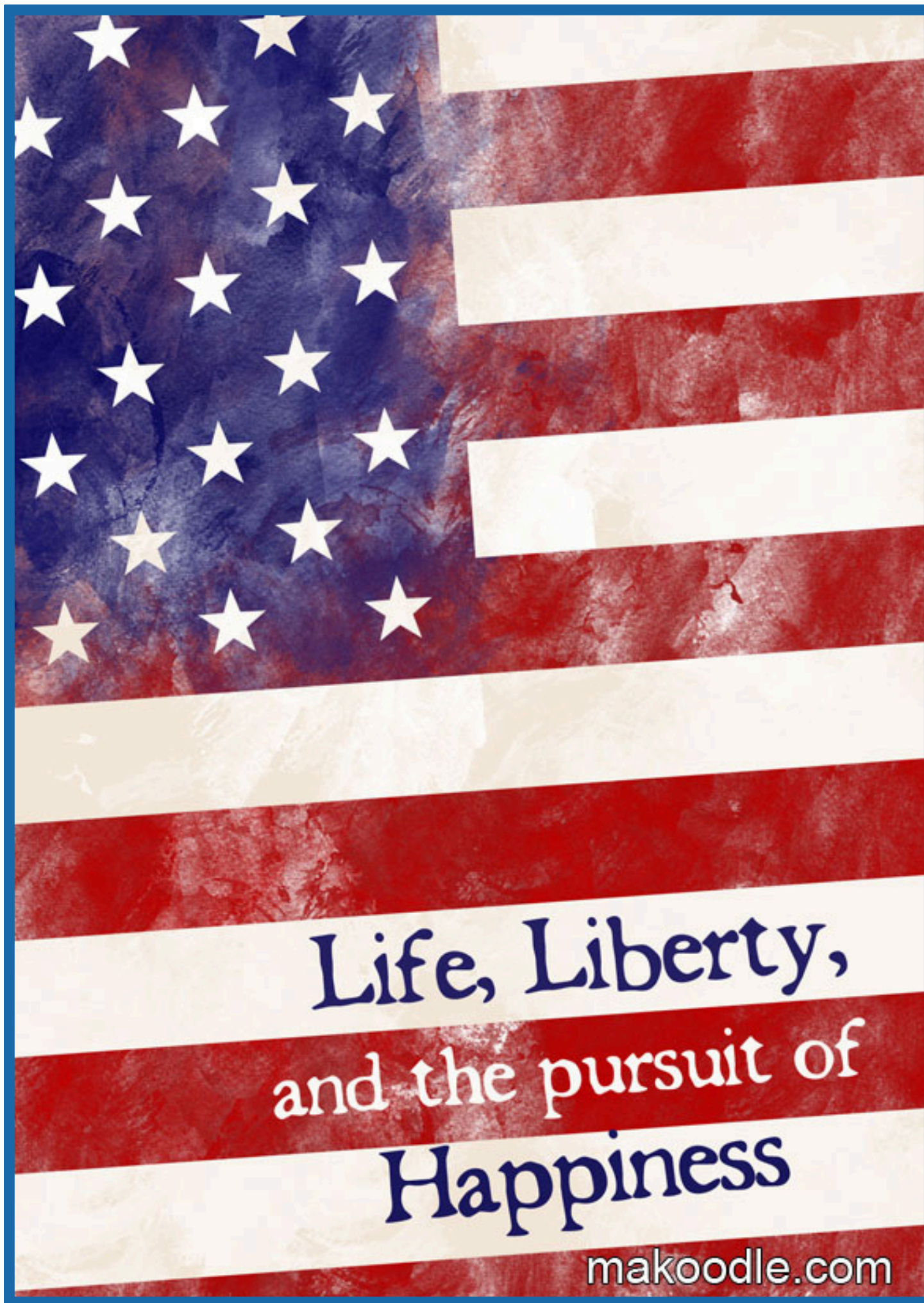


shermanoaksnc.org



"We hold these truths to be self-evident, that... all are endowed by their Creator with certain unalienable Rights, including..."





WE

NEED A

MOVEMENT.

THE MAIN STREET MOVEMENT



TAKE BACK THE ECONOMY FOR THE PEOPLE

CITIZEN LED MOVEMENTS TRANSFORMED THE COUNTRY

The Citizen Soldiers of
the American Revolution
& George Washington

The Women Suffrage Movement
which attracted champions Teddy
Roosevelt & Woodrow Wilson

The
Abolitionists &
Abraham
Lincoln

The Civil Rights Movement,
John F. Kennedy & Lyndon B.
Johnson

DOMESTIC PEACE CORPS MOVEMENT





ABOUT

THE EXPERIENCE

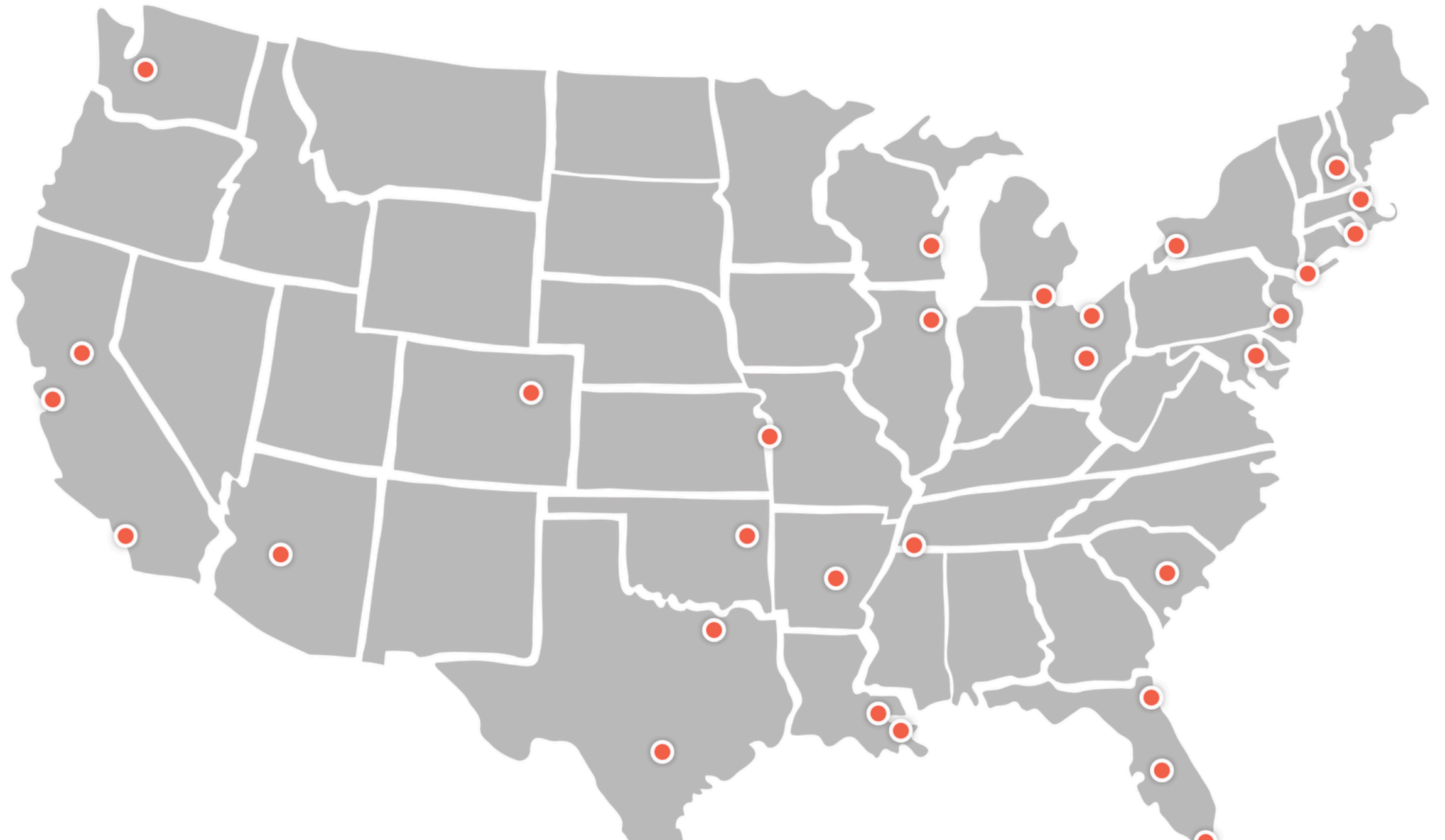
THE IMPACT

ALUM LIFE

APPLY NOW



Launch the next stage of your life in one of these communities and create meaningful change.



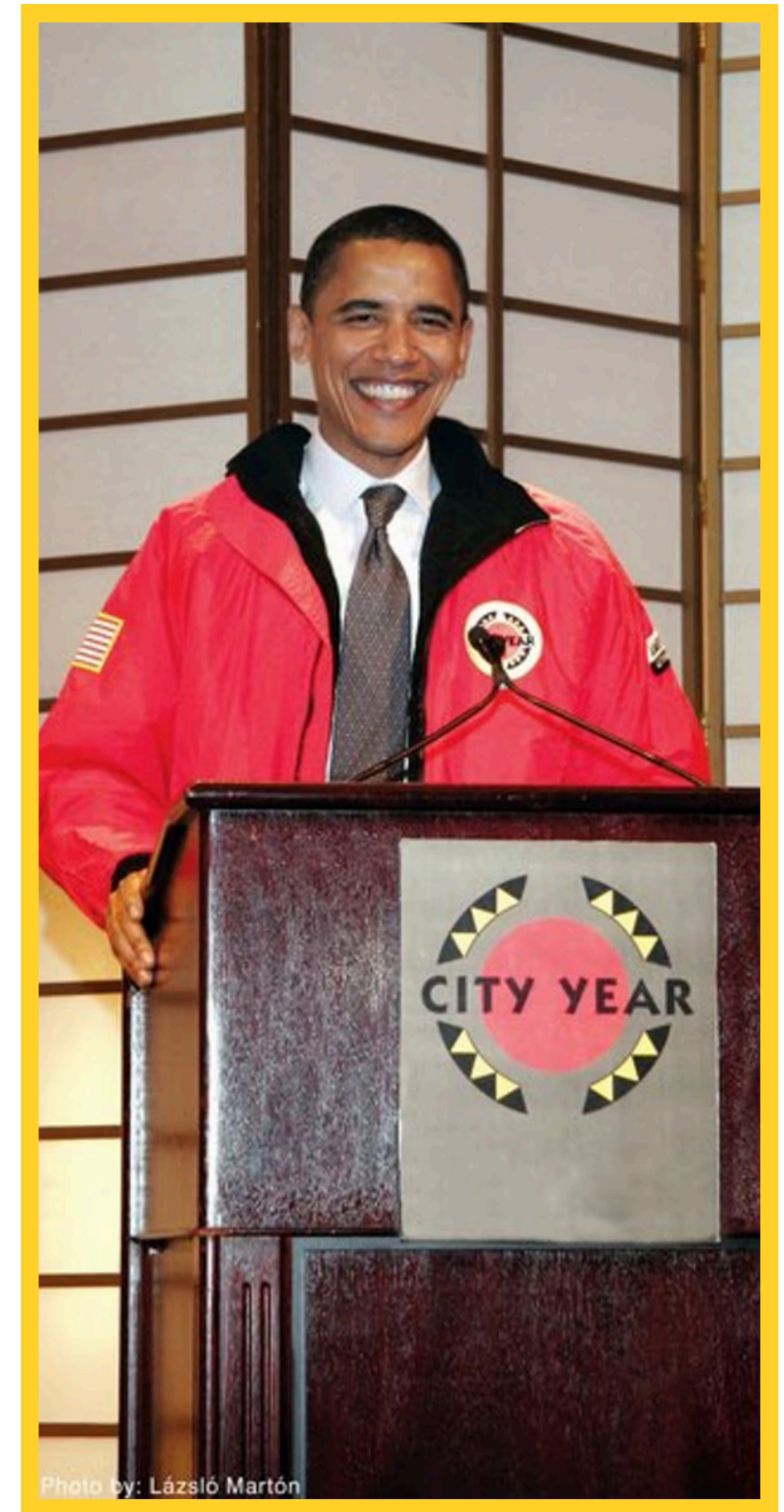
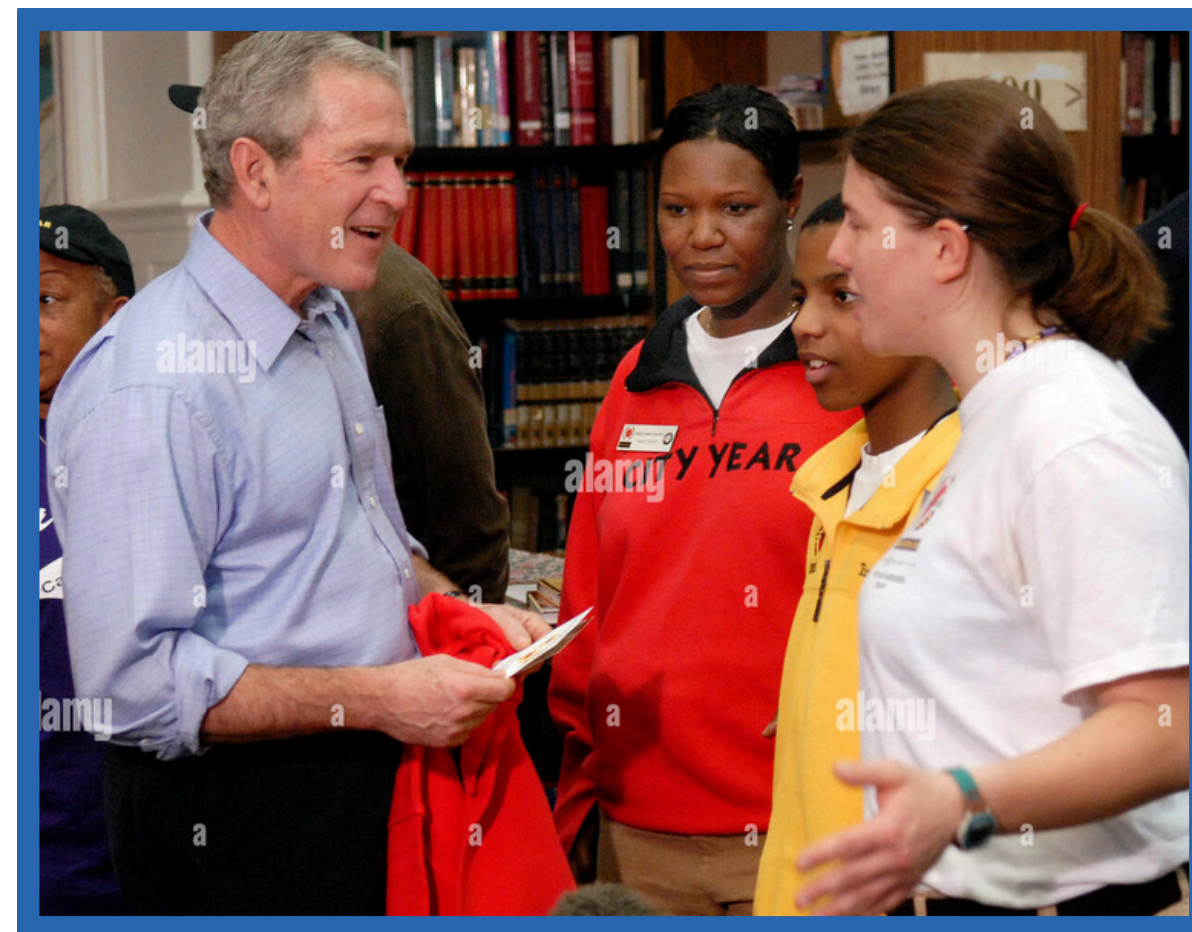


Photo by: László Martón

AMERICORPS



Since its inception in 1994, more than 1.3 million Americans have served as AmeriCorps members, contributing over 1.9 billion hours of service to communities across the United States.

COMMUNITY IMPACT STATISTICS

Service Locations: Members and volunteers operate in more than 35,000 distinct sites nationwide, including schools, national parks, and community centers.

Environmental Stewardship: Over 617,000 acres of parks and public lands have been treated, managed, or protected.

Education & Youth: Tens of thousands of schools and children receive support annually, with tens of thousands of veterans and military families assisted.

SO, WHAT ABOUT US?

WHAT IS THE MAIN STREET MOVEMENT?

**Small Business is
Everyone's Business**

**Get Private Equity Out of
Our Lives**

**Regulate AI and
Data Centers**

**Small
Business, Big
Middle Class**

**Ban Citizen's
United**

**Poverty
Zero**

**Serve Your
Community, Access
the American Dream**

SO, WHAT ABOUT US?

WHAT IS THE MAIN STREET MOVEMENT?

Small Business is Everyone's Business

“Los Angeles is often referred to as the "Small Business Capital of the World" because it is home to more small businesses than any other city or county in the United States.”

99% of business in the city of LA are classified as small.

2500 to 4000 active small businesses in Sherman Oaks.

Multiplier Effect: For every \$1.00 the state spends with a small business, it generates nearly \$2.00 in total economic activity within local communities.

22.2% of Sherman Oaks residents identify as self-employed or small business owners.

SONC CAN

ACT &

ADVOCATE

SONC CAN ACT AND ADVOCATE

What can we do to make Sherman Oaks, and ultimately, Los Angeles a model for the small business economy?

Canvass 100 Small Businesses in Sherman Oaks

Increase awareness of LA sponsored technical assistance to help small firms build their digital presence

Expand the Local Business Preference Program (LBPP). Currently, small businesses receive up to a 10% “discount” on bids for contracts during the evaluation phase. We should advocate for up to 20%.

Increase awareness of the LA County grant program for new brick and mortar start-ups.

The City of Los Angeles should earmark 25% of all government contracts for small business like the County of Los Angeles does.

STUDY how many contracts won by Large Corporations using shell companies to pose as small business

Promote participation in “Shop Local” campaigns by the Sherman Oaks Chamber of Commerce.



Never doubt that a small
group of thoughtful,
committed citizens can
change the world. Indeed, it is
the only thing that ever has.

MARGARET MEAD

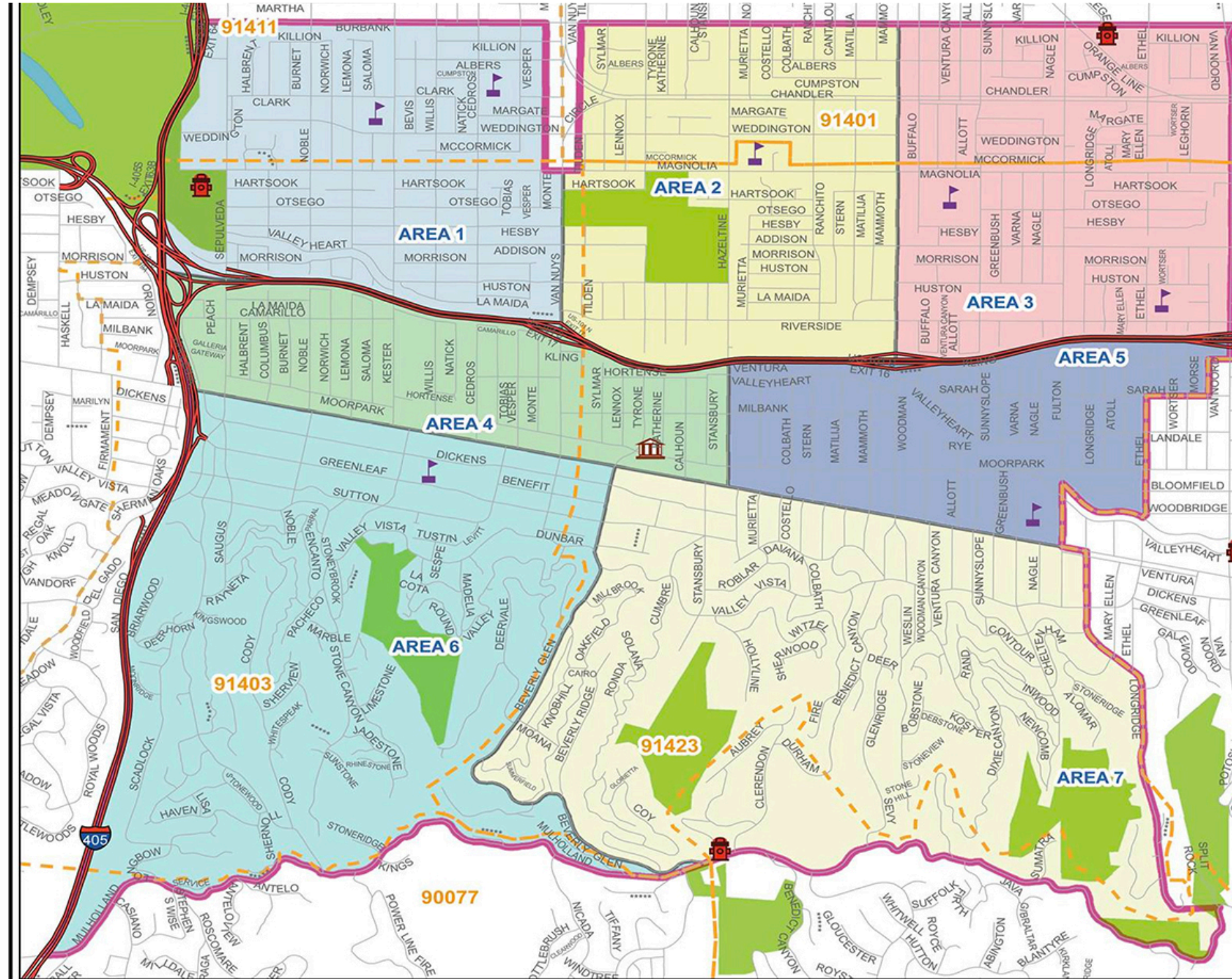


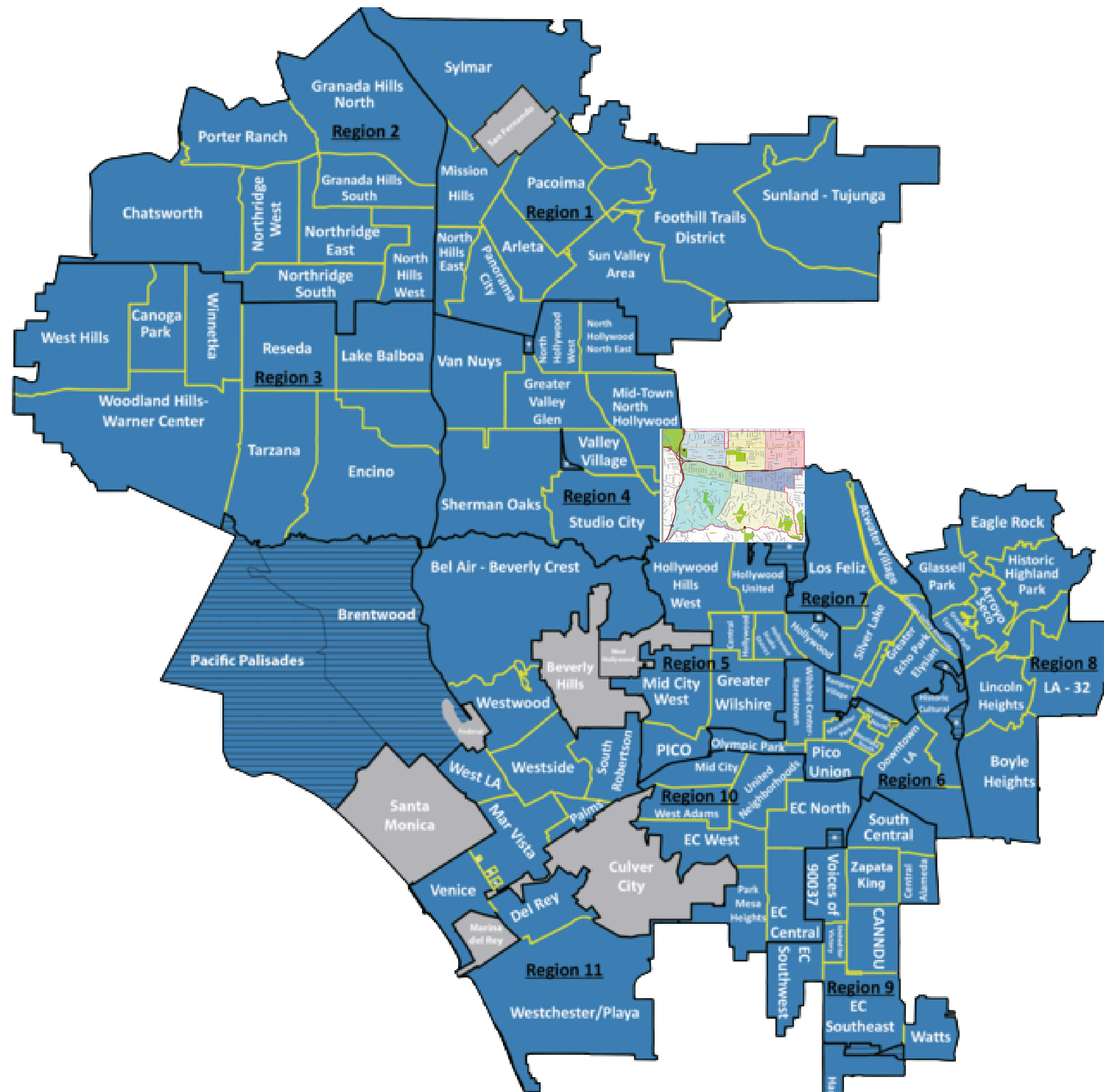
Wayne's World - They Tell Two Friends

TheSteveMcAwesome



Watch on  YouTube









THANK
YOU