

**Committee Members:**

Sarah Manuel – Chair  
Kira Durbin  
Jeffrey Hartsough  
Gil Imber  
Neal Roden  
Harold Shapiro

Alternates  
Marcus Zimmerman  
Hayden Ranshaw  
Levon Baronian  
Sidonia Lax  
Sue Steinberg

**CALIFORNIA**

**Sherman Oaks Neighborhood Council  
Outreach Committee  
Regular Meeting Agenda**

**Tuesday, February 18th, 2020 7:00 p.m.**

**David Ryu CD4  
Sherman Oaks Field Office  
14930 Ventura Boulevard, Suite 210  
Sherman Oaks, CA 91403**

**SHERMAN OAKS  
NEIGHBORHOOD COUNCIL**

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Sherman Oaks, CA 91413  
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[www.shermanoaksnc.org](http://www.shermanoaksnc.org)

OR CONTACT

**Department of  
Neighborhood Empowerment  
linked through our website  
under "Resources"**

The public is requested to fill out a "Speaker Card" to address the Committee on any item of the agenda prior to the Board taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that are within the Committee's subject matter jurisdiction will be heard during the Public Comment period. Public comment will be limited to 1 or 2 minutes per speaker, unless waived by the presiding officer of the Committee. The right to combine speaking time if multiple requests are made into a single limited time is reserved. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. Requests must be made within a reasonable time to the telephone number above or to the "contact us" at the website above. Reports and other committee reference materials may be seen on our website under each committee's meeting agenda. Agendas are posted publicly in the window of the Sherman Oaks Public Library, 14245 Moorpark St., Sherman Oaks, CA 91423. Printed copies of Board and committee agendas can be obtained by sending a written public records request after the document has been published to PO Box 5721, Sherman Oaks 91413. A check for \$1 plus 10 cents per page plus 49 cents postage made out to the City of Los Angeles must be included with the request. If additional payment is required, you will be notified.

**AGENDA**

- 1. Call to Order and Welcome**
- 2. Roll Call and Introductions**
- 3. Approval of Prior Meeting Minutes**
  - January 21st, 2020 – Minutes**
- 4. Chair's Report**
- 5. Public Comment:** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction

**6. Discussion –**

- a. Discussion – SONC Website -- updates from Gil Imber & Harold Shapiro.
  1. Next steps include Harold Shapiro -- write up 10-20 question grading scale. Include key website requirement components and costs.
  2. Schedule Website vendor special presentation meeting for March/April.
  
- b. Discussion – Newsletter
  1. SONC Newsletter Editor -- assign committee members: \_\_\_\_\_ and \_\_\_\_\_.
  2. Prepare newsletter: identify structure, publication cycle and schedule deadlines for submissions.
  3. Include events/meeting in community, SONC Committee meetings and any/all other submissions deemed appropriate.
  4. Set-up SONC Newsletter submission email and auto-response. "Thank you for your submission. We will consider it for publication. For more information about SONC visit ShemanOaksNC.org." Use [NewsletterSubmissions.SONC@gmail.com](mailto:NewsletterSubmissions.SONC@gmail.com) and create password. Email information to committee members so there can be multi access and submissions organized by Newsletter Editors.
  5. Sarah Manuel will request Committee chairs to submit 2-4 sentence summary report for the Newsletter. Outreach will include publication cycle, request key event dates and any other pertinent information.
  6. Upon Newsletter completion submit to SONC President in PDF format. Deadlines to be scheduled.
  
- c. Discussion – Possible 2020 Outreach events and opportunities
  1. Spring Tree Giveaway Volunteer Coordinator Assignment -- Committee Member: \_\_\_\_\_ -
  2. Send out Volunteer Sign-up Sheet for Spring Tree Giveaway to SONC Board members. Include Uniform request -- SONC Royal Blue Polos & Name Badge. Write up blurb on what to expect. Board member attendance template on Outreach Google Drive -- "Spring Tree Giveaway Sign-up".
  3. Sarah Manuel & Jeffrey Hartsough: Identify and schedule additional vendor participation. Ie. VNSO Aquatic Center, Sherman Oaks Library Rep, Census Liaison.
  4. Finalize Spring Tree Giveaway SONC Branded Items: Succulents, Book marks, customized seed packets, potting shovels, other suggestions?
  
- d. Discussion regarding stakeholder engagement and stakeholder communication with elected officials and agencies.

1. Assign Social Media Correspondent assigned Committee Member --  

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2. Post on social media platforms --  
Promote 11- day Election @ Locator.LAVotes.net  
Register for Empowerla ENS @ [www.LAcity.org/subscriptions](http://www.LAcity.org/subscriptions)  
Renter's Rights Workshop -- Feb 20th, 2020 --  
Chamber of Commerce Health Fair at Westfield - March 28th, 2020  
Census -- April 1st, 2020
- e. Stakeholder Engagement Workgroup Series
  1. Identify stakeholders & commitment barriers
  2. Discuss solutions & implement new outreach methods
  3. Discussion - possible ways to help educate and empower stakeholders in efforts to avoid misconceptions and help direct them to the correct public official.
  4. Sarah Manuel will challenge SONC Committee Chairs to come up with at least one community outreach event for 2020 and coordinate efforts with the Outreach Committee. Dates pending -- follow-up monthly.
7. **New Business** – Introduction topics for consideration of the Outreach Committee at future meetings -- **ACTION ITEM. VOTING REQUIRED.**
  - a. Summer Movie Series
    1. Select 3 Movies for the Summer Movie Series
    2. Select Summer Movie Series Dates
    3. Marketing done by April 1st, 2020.
  - b. Branded Outreach Materials -- Action Item Vote Required.  
Request to approve additional funds for branding materials for both the Spring Tree Giveaway, Summer Movie Series, Sherman Oaks Street Fair & SONC Board meetings. **A motion to request additional funds for Branded Outreach Materials from the previously approved amount of \$1250 from July 8th,2019 Board Meeting to an additional \$3000.**
8. **Announcements** on items within the SONC Outreach Committee’s jurisdiction
  - Next Meeting, Tuesday, March, 17th, 2020 CD4 Office**
  - Spring Tree Giveaway, March 21st, 2020 - VNSO Park**
9. **Adjourn**