

## Committee Members

### *Outreach*

Raphael Morozov, Chair  
Neal Roden  
Garett Ross  
Jeff Hartsough  
Sidonia Lax

CALIFORNIA



### **Sherman Oaks Neighborhood Council Outreach Committee Meeting**

**February 22, 2017 6:30 p.m.  
Marie Callender's Restaurant & Bakery  
14743 Ventura Blvd  
Sherman Oaks, CA 91403**

### **SHERMAN OAKS NEIGHBORHOOD COUNCIL**

P O Box 5721 Sherman Oaks, CA  
91413  
(818) 503-2399  
<http://www.shermanoaksnc.org>

OR CONTACT

### **Department of Neighborhood Empowerment**

334-B E. Second Street  
Los Angeles, Ca 90012  
(213) 847-7164 phone  
(213) 485-4608 fax  
or call 311 for information

## Minutes

- Meeting called to order at 6:42 by chair Morozov
  - o Morozov, Roden, Hartsough, Lax, Ziff, Baronian, Lawrence, Cascone
- Minutes corrected - 250 trees
- No public comment
- Discussion items
  - o "Say Hello To Spring"
    - flyer is posted on the site
    - there may be a correction to the flyer
    - Tish will check with social media marketing
    - Raphael will email copy of flyer to Tish
    - Raphael will email one paragraph to Ron and it will be the feature of the monthly newsletter
    - Neal asked about our reach
      - it's unclear how many are on the mailing list
      - there's a reach of 9000 on next door
    - We will add a line about this to the flyer
      - Raphael will get reapproved from Ron
    - Flyers
      - put them at local drug stores, supermarkets, etc
        - o Neal and Levon will post them at local drug stores
        - o Jeff will put some at the park office
        - o Ron will post one at the library
        - o give some flyers to Sidonia
      - Posters
        - o put them up at the park
    - What will be doing at the table when giving out tickets to the trees?
      - ask if they live in the city of LA
      - Levon suggests we have people take a picture and post it to their social media

- ask them to tag with #sonctrees
    - ask them to join the NC (area 5 residential)
    - Bring bags for giveaways
  - Tasks
    - Jeff will figure out the tents
    - Raphael will remind Hugo about opening the gate and dance room
      - Also ask if he wants to be there for the walk-through
    - Purchase the chalk - Neal
    - DJ - Garrett
    - Online - Raph
    - Food/Refreshments
    - Sandwiches
    - Fruit/Veggies/Cookies
    - Paper goods/table cloths
    - 50 tiny plants/pots/soil - Jeff
    - non-toxic children's paint - Raphael
    - Ron will contact Councilman Ryu
    - Reach out to Avo about Green & Beautification table - Raphael
  - staffing
    - Neal/Raphael/Levon/Ron will be there
    - Raphael will create a staffing form
- Sherman Oaks '90
  - How do we reinforce the message of Sherman Oaks '90?
  - Can we have something about the history of shermans oaks? Call to action?
    - Raphael suggests shermanoaksnc.org/90 and was shot down
    - Sidonia suggests pictures of Sherman Oaks - Raphael will reach out to Jeff Kalban
  - Suggestion of sonc90.org
    - Raphael will check with Tom if that's still a possibility
    - Raphael will ask the full board at the meeting to email suggestions for celebrations for the rest of the year (and email Ron)
    - Wikipedia page needs to mention SONC
- Movies at the park
  - Movies that came out in '90 for movies at the park?
  - Jeff will find out what the park wants about food trucks and whether we can get some food trucks
    - Local sponsorships
    - Jeff will also suggest 3 movie dates
  - We still need the bill for the last event
  - Ron suggests that if we do mugs again, we should have the logo on both sides
- Meeting adjourned at 8:21