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

P O Box 5721 Sherman Oaks, CA 91413 (818) 503-2399 www.shermanoaksnc.org

OR CONTACT

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

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AGENDA -- Minutes

- 1. Call to Order and Welcome @ 7:09
- 2. Roll Call and Introductions -- Neal Roden, Harold Shapiro, Kira Durbin, Hayden Ranshaw, Sarah Manuel -- Absent Gil Imber, Jeffrey Hartsough
- 4. Chair's Report

5. Public Comment: Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction - N/A.

6. Discussion –

- a. Discussion SONC Website -- updates from Gil Imber & Harold Shapiro. **Create** guidelines for website editing & job description.
 - 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.
 - -- Harold Shapiro -- will email committee members & vendors to coordinate meeting time for special public meeting.

b.	Discus	sion – Newsletter
	1.	SONC Newsletter Editor assign committee members: and
		Kira Durbin & Sarah Manuel
	2.	Prepare newsletter: identify structure, publication cycle and schedule deadlines for submissions. Create guidelines for Newsletter & job description.

- 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 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.

		Deadimes to be scheduled.
c.	Discus	sion – Possible 2020 Outreach events and opportunities
	1.	Spring Tree Giveaway Volunteer Coordinator Assignment Committee
		Member: Neal Roden
	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. **Energy conservation -- LADWP**
- 4. Finalize Spring Tree Giveaway SONC Branded Items: Succulents, Book marks, customized seed packets, potting shovels, other suggestions? Harold Shapiro will price out items.
- d. Discussion regarding stakeholder engagement and stakeholder communication with elected officials and agencies.
 - Assign Social Media Correspondent assigned Committee Member Kira Durbin. We need to reclaim SONC Twitter account.

 Sarah Manuel will follow up with former SONC Executive Board officers
 Ron Ziff & Jill Banks.
 - Post on social media platforms Promote 11- day Election @ Locator.LAVotes.net
 Register for Empowerla ENS @ 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 -- Carryover to next meeting 3/17/2020.
 - 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 Carryover to next meeting
 - 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. Motion made

by Sarah Manuel. Seconded by Harold Shapiro. Vote - Yes - 4, No - 0, Abstain - O. Committee approved.

- **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 9:09pm

Submitted: Sarah Manuel 12:45p 2/19/2020