

Committee Members:

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

Alternates
 Marcus Zimmerman
 Hayden Ranshaw

CALIFORNIA



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

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

Virtual Meeting

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"

To access this Virtual Meeting on the Zoom Platform:

Webinar ID: 969 1532 1150 and Press #

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Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Gil Imber Gil.Imber.SONC@gmail.com o por correo electrónico www.ShermanOaksNC.org para avisar al Concejo Vecinal.

IN CONFORMITY WITH THE GOVERNOR'S EXECUTIVE ORDER N-29-20 (MARCH 17, 2020) AND DUE TO CONCERNS OVER COVID-19, THE BOARD OF SHERMAN OAKS NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ENTIRELY TELEPHONICALLY.

Every person wishing to address the Board must dial US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or 888 475 4499 (Toll Free) or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free) and enter "134129" and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS The public is requested dial *9, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an 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 Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

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 -- MINUTES

- 1. Call to Order and Welcome** Chair, Sarah Manuel 7:14pm on August 18th, 2020.
- 2. Roll Call and Introductions** Chair, Sarah Manuel, Committee Member, Gil Imber
- 3. Administrative Motions:**
 - A. Approval of Prior Meeting Minutes
 - i. July 21st, 2020 – Minutes** -- *Seconded by Harold Shapiro and approved.*
 - B. Approval of New Committee Alternate Member: Alexandria Naseef
 - C. Approval of New Committee Alternate Member: Pamela Harris
 - D. Resignation of Sue Steinberg, Levon Baronian & Sidonia Lax -- *Motion to slate B, C, D by Gil Imber. Roll call vote, 5 yes, 0 no and 0 abstain.*
- 4. Public Official Comment: 2 minutes each** *Comments by public officials Introductions with CD 4 Case Manager, Raymond Acevedo, email at Raymond.Acevedo@lacity.org, contact him with Rental/Landlord Help*
- 5. Public Comment: 2 minutes each** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction
- 6. Chair's Report: 5 minutes**
- 7. Resident Historian Presentation: Tom Boulet.** Tom will present a 20-minute PowerPoint presentation taking us a journey, highlighting key dates and historical footage of Sherman Oaks founder, Moses Sherman. *Key elements of presentation include: Sherman Oaks was built on "entrepreneurship, transportation, developments and quality of life." Land history includes ShoShonean Indians in 500 A.D. & Tujunga 900 A.D. , On August 5th 1769, San Fernando Valley was founded by Gaspar del Portola. F. Juan Crespi, Franciscan Father. Valle del Encino founded in 1769. 1769-1850, Farming for 30 years, 1848 - American seizure of SFV, 1850 -*

California becomes a state. 1874 - the Sepulveda Pass forms. "General" Moses Hazeltine Sherman born December 3rd 1853 - dies at 78 years old on September 9th, 1932. Family originally from West Ruport, Vermont. Married Harriet Emily Pratt -- had 3 kids by marriage, Hazeltine, Lucy & Robert. Moses was a teacher, appointed State Superintendent & Adjutant General -- hence the nickname "General". Town of Sherman was originally West Hollywood. LA Suburban Homes Company was founded Sherman Oaks in 1927 and to follow the 100 year anniversary. Please web search to listen to Bing Cosby's "San Fernando Valley" Song. Its was delightful to listen to. 1929 Sherman Oaks Circle was an unrealized vision that it would become City Hall for the valley. Red Line as originally 101 REd Cars, the train got junked in the 1950's. Acreage of Van Nuys Sherman Oaks War Memorial Park -- 65 acres plus an additional 10 acres. The first KFC was opened in 1965. 1949 -- Casa De Cadillac, 1980 Galleria. Tom is seeking more photos and stories, please email him directly TomBooley@icould.com. Committee input included further research RE: City of Incarceration author, Kelly Hernandez and Indiginous Map author William McCauley.

- 8. Motion to approve content of Committee Campaign Form & Process. ACTION ITEM. Vote required.** *Deferred to next meeting on Sept. 15th, 2020. Add Google form process and retrieval format. Add sequence of Committee Campaign frequency from 1-day, 1 week, 2 weeks, 1 -month -- add multiple choice or all of the above. Use a different name than "campaign."*

A motion to approve the content of the Committee Campaign Form. The Content Campaign Form is intended for SONC Committee Chairs to complete as necessary and/or when submitting with their reports for the Newsletter. Data will be compiled and transferred over to the desired Social media platforms to create succinct content. This motion also allows for on-going reevaluation whether the use of the form is helpful or not. This form will also interface with the new website and help the Executive Board quantify each Chair's performance.

- 9. Discussion for CD4 Candidate Forum: Raman vs. Ryu.** **Deferred to work group post meeting by Chair.*
- A. Review and final selection of a moderator:
 - a. Nahtahna Cabanes, John Cadiz Klemack, Jill Barad, anyone else?
 - B. Final Date selections based off of moderators availability:
 - a. 09/22*, 09/23*, 09/25, 09/27, 09/29 -- *Not a holiday or Sunday.
 - C. Candidate Forum Format
 - a. Introductions?
 - b. Opening CD4 Candidate Speeches?
 - c. Questions from Community?
 - d. Conflict/Resolution Topics?
 - e. Lighting Round Q & A - Quick questions, one-word answers?
 - f. And?

10. Discussion on Civic Education for stakeholders.

- A. What is the goal?
- B. Is this a one-time webinar or multi-part webinar?

- C. When? Sept 2020-July 2021 Dates
- D. Who is involved? Speaker suggestions?
- E. What key elements do we want incorporated?
 - a. Resources how to's -- who are your representatives?
 - b. Parliamentary training?
 - c. Motions - how to write them and understand them?
 - d. Brown Act Expert?
 - e. And?
- F. Who will draft the promotional content & webinar materials?

Gil to produce video how to's, content created by By laws for Graphic Cards.

*Prepare & ready for committee review. **Add feature to website that allows constituents to identify what area they live in and who are their SONC representatives.*

11. Food Drive Series Co-sponsorships Discussion:

- A. What is the goal?
- B. Is this a one-time Food Drive or multiple Food Drive series?
- C. When? Sept 2020-July 2021 Dates
- D. Who is involved? Non-profits involved?
- E. How much will it cost to produce promotional materials and to promote on SONC's social media platforms?
- F. Who will draft the promotional content? Format.

Alexandria Naseef, Pamela Harris and Kira Durbin assigned as work group to seek planning research. Identify above information, research planning criteria for both a drive and a distribution. Potential Co-sponsorships LAUSD, Safety, Fresh Start, YMCA, Outreach materials : Trifold at Library, VNSO Park, Bulletin Boards around community. Identify Grab & Go Locations in SFV -- Lake Balboa, Van Nuys Highschool

12. Vacant Seats Outreach:

- A. What seats are available?
- B. How to apply?
 - a. Letter of Intent?
 - b. Email the President?
 - c. And?
- C. Who will draft promotional content?
- D. Launch ASAP - July 2021

CI 1, Area 2 Business, CI 3, Area 6 Business, use By Laws Criteria to develop the content.

13. Care kit distribution -- SONC to supply to organization who will distribute.

- A. Items included: 1 Face mask, 1 drawstring bag, other?
- B. Who will distribute?
 - a. CARES Team?
 - b. Empowered-Gifts?
 - c. Valley of Hope?

d. The Valley of Change?

C. When?

Sarah to follow up with Latora Green at Valley of Change via email.

14. Discussion – Newsletter

A. Feedback

a. Font size and template design

B. Identify Structure

a. Message from the President

b. Board Meeting Save the Date

c. Public Officials

d. Community Listings

e. Committee Updates

f. FAQ -- based off of community inquires upon each distribution

g. Other topics -- Historical Facts with Tom Boulet.

**h. "Hindsight 20/20 with Hayden", "Growing up in the Oaks",
"Folks in the Oaks" Feature**

i. Board Member Spotlight -- Interview with a Board member

j. other segment title ideas? --

C. Harold will Copy Edit

Continued discussion deferred to the next meeting.

14. Drive-in Movies

A. Update

Deferred to the next meeting.

15. New Business – Introduction topics for consideration of the Outreach Committee at future meetings: 5 minute

A. Outreach Goals for 2020 -2021 Year

a. Announcement of Roster

b. Q & A on procedures

c. Marketing Plan - Outreach Reaches Out

i. Analytics for Constant Contact, FB, IG, NextDoor, Twitter, Patch,
Etc.

B. Participate in the Survey of all CD4 NC's and surrounding NC's

a. Collect Outreach Contact info, website, agendas

b. Cross compare what they are doing and how they are sponsoring events?

c. Identify co-sponsorships and supportive complimentary programming.

d. Build list of Non-profits who are currently co-sponsoring with NC's

16. Announcements on items within the SONC Outreach Committee's jurisdiction

☑ **Next Meeting, Tues, September 15th, 2020, 7pm**

17. Adjourn @ 9:24pm by Chair.

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PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: www.ShermanOaksNC.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please email at: Gil.Imber.SONC@gmail.com.

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RECONSIDERATION AND GRIEVANCE PROCESS - For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website www.ShermanOaksNC.org