

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

Alternates  
 Pamela Harris  
 Alexandria Naseef  
 Hayden Ranshaw  
 Marcus Zimmerman

CALIFORNIA



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

**Tuesday, October 20th, 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](http://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: 958 9472 1440**

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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](mailto:Gil.Imber.SONC@gmail.com) o por correo electrónico [www.ShermanOaksNC.org](http://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

**1. Call to Order and Welcome** Chair, Sarah Manuel at 7:06pm

**2. Roll Call and Introductions** Chair, Sarah Manuel, Committee Member, Gil Imber, 5  
Present - Quorum.

Sarah Manuel - Chair Present  
Kira Durbin - Absent upon roll call, late arrival  
Jeffrey Hartsough - Absent  
Gil Imber - Present  
Neal Roden - Absent  
Harold Shapiro - Present

Alternates

Marcus Zimmerman - Present  
Hayden Ranshaw - Absent  
Pamela Harris - Present  
Alexandria Naseef - Absent upon roll call, late arrival

**3. Administrative Motions:**

A. Approval of Prior Meeting Minutes

- i. September 15th, 2020 – Minutes --
- ii. September 28th, 2020 Special Meeting Minutes --

*Approval of Prior Meeting minutes for both September 15th Regular Outreach Meeting and September 28th Special Meeting Approved by Pamela Harris and Seconded by Gil Imber. 5 Yays, 0 Nays, 0 Abstentions, 0 Ineligibles & 4 absences.*

Sarah Manuel – Chair - Approved  
Kira Durbin - Absent  
Jeffrey Hartsough - Absent  
Gil Imber - Approved  
Neal Roden - Absent  
Harold Shapiro - Approved  
Alternates  
Marcus Zimmerman - Approved  
Hayden Ranshaw - Absent  
Pamela Harris - Approved  
Alexandria Naseef - Absent

**4. Public Official Comment: 2 minutes each** *Comments by public officials*  
*Moving on to Agenda Item 4. Do we have any public officials wishing to speak? If so, please raise hand on the attendee list or press star 9 if you are on your telephone. You will have 2 minutes each. No public officials present.*

**5. Public Comment: 2 minutes each** *Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction. No public comments were made.*

**6. Chair's Report: 5 minutes, Chair, Sarah Manuel**

**7. Discussion - Website: 5 minutes**

- A. Updates
- B. Additional Features
- C. Issues to report

*Web Corner contract still pending with the City.*

**8. Schedule Special Meeting – Newsletter: 5 minutes**

- A. Request to schedule Special Meeting - 6-month review of Newsletter Tuesday, December 1st, 7p, other options?

**10. Discussion of SONC Election: 20 minutes**

- A. How to apply?
- B. Launch Jan 2021 - July 2021
- C. 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?

D. Who will draft the promotional content & webinar materials?

*100-200 Yard Sign quotes pending P. Harris & H. Shapiro. S. Manuel to follow up with H. Katchen and L. Petrus regarding SONC's Election promotion process. S. Manuel to follow up with former Board members for Election artwork. Promotional Items discussed Reusable Yard Signs, Print on Dated Bumper Stickers, Constituents Voting Map, Car Magnets. S. Manuel to follow up with the Finance Committee on Election Budget.*

**11. Review of Outreach Past Activities & Events: 10 minutes**

A. Succulent Sweepstakes, Candidate Forum, Speaker Series

*The impromptu approach served us well. Improve driving routes by requiring constituent contact forms to include zip codes. Candidate Forum questions to be curated a month prior. Big thanks to everyone involved.*

**12. Food Drive Series Co-sponsorships Discussion: 20 - minutes**

A. Project Lead Updates

B. What is the goal?

C. Is this a one-time Food Drive or multiple Food Drive series?

D. When? October 2020-July 2021 Dates

E. Who is involved? Non-profits involved?

F. How much will it cost to produce promotional materials and to promote on SONC's social media platforms?

G. Who will draft the promotional content?

*A. Naseef reports connections made with St. Francis in Sherman Oaks, Village Family Services, LA Sanitation -- Sleeping Bag Drive & Mid-Valley YMCA - procurement of fruits, & vegetables. One Generation -- procurement of Meat, Poultry, Eggs -- delivery of goods provided by LA Food Bank. K. Durbin presents Resisterhood as a Non-profit partnership for Hygiene Drive -- NPG to be sent to Non-profit.*

**13. New Business** – Introduction topics for consideration of the Outreach Committee at future meetings: **10 minutes**

A. Outreach Meeting Schedule

B. Discussion about launching Human Services

*S. Manuel to draft a mission statement for review and further discussion to continue as we continue the early stages of potentially creating a sub-committee.*

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

☐ **Next Outreach Meeting, November, 17th, 2020, 7pm**

☐ **Final Meeting of the Year, Special Meeting, Tues, December 1st, 2020, 7pm**

☐ **Outreach Committee Regular Meeting cancelled in December.**

*M. Zimmerman announced launching Tutoring Program and continuing Neighbor's Helping Neighbors program. Will report to Sarah monthly prior to Board mtg.*

**15. Adjourn @ 9:52pm with no objections by Chair, Sarah Manuel.**

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