

City of Los Angeles
CALIFORNIA



**Sherman Oaks
Neighborhood Council
Outreach Committee
Regular Meeting (Virtual)
APPROVED Minutes**

**Tuesday, July 19th, 2022
7:00 p.m.**

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"

Committee Members:

Harold Shapiro – Chair
Kira Durbin
Pamela Harris
Jeffrey Hartsough
Lindsay Imber
Caden Kang
Sarah Manuel
Neal Roden

To access the original recording of this Virtual Meeting on the Zoom Platform:

Click or Cut and Paste:

https://us02web.zoom.us/rec/play/nnjm4uqf0UY_jL2rPFnfp_KPOI8ChPjXW_mf17hFN9JXwtSL_AQ2YrSGcq8lVhlzsdMUw4RcfvZeXo00Z.CltzBydFvZP2TxgV?startTime=1658282841000

Meeting Minutes

1. **Call to Order and Welcome** *The meeting was called to order at 7:07 PM and conducted by Outreach Chair Harold Shapiro*
 - a. Roll Call and Introductions

Present: Jeffrey Hartsough, Lindsay Imber, Sarah Manuel, Neal Roden, Pamela Harris, Caden Kang, Harold Shapiro

Absent: Kira Durbin (1)

A quorum was achieved with 7 committee members present.
2. **Administrative Actions:**
 - a. Approval of Prior Meeting Minutes

A motion to approve the June 21st, 2022 – DRAFT - Regular Meeting Minutes Moved by Neal Roden, seconded by Jeffrey Hartsough

Meeting minutes approved as presented, by unanimous roll call vote of all in attendance - 7 yes - Jeffrey Hartsough, Lindsay Imber, Sarah Manuel, Neal Roden, Pamela Harris, Caden Kang, and Harold Shapiro. 0 no. 0 abstentions and 1 absent - Kira Durbin,.

- 3. Chair's Report:** *Presented by chairperson Harold Shapiro (taken out of order at request of chairperson)*
 - a. *Social Media posting & Digital Media policy compliance - Chairperson Shapiro requested all members of the Outreach Committee complete the DONE training being offered on the Digital Media Policy - 3 Opportunities (July session, August Session, September session) and requested that Outreach Committee members begin to adhere to and follow the policy at this time. Jeffrey Hartsough volunteered to email SONC DONE liaison Joel Gonzalez to see if non-council members (committee members) could participate in the training.*
 - b. *October 29th is the 20 year Anniversary of SONC - ideas were suggested to have made and distributed T-Shirts commemorating the SONC 20th Anniversary at the SO Street Fair on October 16th. Monetary cost of an item is a concern. Pamela Harris volunteered to look into the cost of making T-shirts. Chairperson Shapiro presented an idea to have street pole banners made that would promote SONC to the community and mention the 20 year anniversary. Jeffrey Hartsough suggested that an October Movie Screening in the Park could be a way to formally celebrate the anniversary.*
 - c. *New attorney assigned to the Valley NCs by Office of the Los Angeles City Attorney, General Counsel Division - Ayelet Feiman*
 - d. *Hybrid Zoom Meetings for SONC - Zoom offers a seminar on how to do this.*

- 4. Public Official Comment:** *(taken out of order at request of chairperson)*

Ryan Ahari - CD4 Council office, anticipated 7:30 pm arrival time for Councilmember Raman to attend the Summer Movie Series July screening of Ghostbusters Afterlife to meet with residents and answer questions.

- 5. Public Comment:** *There were No Public Comments. (taken out of order at request of chairperson)*

- 6. Project Updates & Discussion**

Public Comment was allowed for each sub-agendized item.

 - a. *Summer Movie Series July screening - Ghostbusters Afterlife - Jeffrey Hartsough, Volunteer Sign Up status, prescreening entertainment, logistics, outstanding issues needing resolution - Park may possibly be handing out free food to attendees.*
 - i. *recap of June screening of Encanto*
 - ii. *August movie title needs to be chosen - suggested Sing 1 or Sing 2 or Turning Red*
 - b. *Back to School Backpack Collection project discussion - Pamela Harris, Sarah Manuel - changed from July to coincide with August Movie in the Park event to allow more promotion.*

- c. Utility Box Painting/Design - Pamela Harris - *Nice design submitted by Precious Ramirez, a Notre Dame High School student, was presented. Chairperson Shapiro asked if it was possible to have the box painted and ready in time for the October 16th Street Fair. Committee agreed unanimously to go with this design and submit it to the SO Chamber Foundation.*
- d. Business Cards - Jeffrey Hartsough - *cards have been printed for those that requested them. Will be distributed at July Movie in the Park*
- e. SONC website status -
 - i. *Published telephone number with A.T.&T. - Jeffrey Hartsough provided the account # info and a copy of the billing to Chairperson Shapiro to investigate transcription and email forwarding abilities included in service*
 - ii. *metrics were presented and reviewed*
- f. *The Ziff Flyer - Constant Contact Metrics were presented and reviewed*

7. Discussion of Social Media platforms.

Facebook, Nextdoor.com, Youtube, Twitter, Instagram and Patch metrics were reviewed and individuals who have been actively posting were identified. Chairperson Shapiro mentioned that Social Media platform goals were to increase viewership, impressions, likes, postings, subscribership, etc. and that all Outreach Committee members should be active participants in this effort to raise awareness of SONC and to engage stakeholders using these tools/platforms.

8. New Business – *Items for consideration for next Agenda(s) - Chairperson Shapiro discussed the need to find and leverage non-digital media to promote SONC. Two print publications were mentioned - Studio City, Sherman Oaks, Encino News and Ventura Blvd. Magazine, It was also mentioned that paper fliers should be utilized to perform outreach as well - specifically a flier detailing the upcoming SONC Elections.*

9. Announcements

- Next Outreach Meeting, August 16th, 2022, 7pm*
- Street Fair to return to Sherman Oaks - Oct 16th*

10. Adjournment - *meeting adjourned at 9:04 PM by chairperson Harold Shapiro*

The draft minutes have been respectfully submitted by Harold Shapiro, 8/13/2022 @ 3:58pm