

**Committee Members:**

Harold Shapiro – Chair  
 Kira Durbin  
 Jeffrey Hartsough  
 Lindsay Imber  
 Caden Kang  
 Neal Roden

City of Los Angeles  
 CALIFORNIA



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

**Tuesday, March 21st, 2023  
 7:00 p.m.**

SHERMAN OAKS  
 NEIGHBORHOOD  
 COUNCIL

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 Sherman Oaks, CA  
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OR CONTACT  
 Department of  
 Neighborhood  
 Empowerment linked  
 through our website  
 under "Resources"

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

**Click or Cut and Paste:**

[https://us02web.zoom.us/rec/play/FIH3RRqrsZonFQ1a3gMu2hf5iMxDh\\_bDXmVW7PILz8eTSc0kM55uDiZdVwHayIVKr6f8PNgVKqDLKN8S.5oAdb45RkPN186xN?autoplay=true](https://us02web.zoom.us/rec/play/FIH3RRqrsZonFQ1a3gMu2hf5iMxDh_bDXmVW7PILz8eTSc0kM55uDiZdVwHayIVKr6f8PNgVKqDLKN8S.5oAdb45RkPN186xN?autoplay=true)

### Meeting Minutes

#### 1. Call to Order and Welcome

a. Welcome & Call to Order - *The meeting was called to order at 7:10 PM and conducted by Outreach Chair Harold Shapiro*

b. Roll Call and Introductions

*Present: Jeffrey Hartsough, Caden Kang, Neal Roden, Harold Shapiro*

*Absent: Kira Durbin, Lindsay Imber, A quorum was achieved with 4 committee members present, 2 absent.*

#### 2. Administrative Actions:

a. Approval of Prior Meeting Minutes

A motion to approve the February 21st, 2023 – DRAFT - Regular Meeting Minutes

*Moved by Jeffrey Hartsough, seconded by Neal Roden*

*Meeting minutes approved as presented, by roll call vote -*

*4 yes - Jeffrey Hartsough, Caden Kang, Neal Roden, and Harold Shapiro.*

*0 no*

*2 absent - Kira Durbin, Lindsay Imber*

3. **Public Official Comment:** *2 minutes each allotted for Comments by public officials in attendance*  
*There were no public official comments on this agenda item.*
4. **Public Comment:** *2 minutes each allotted for comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.*  
*There were no public comments.*
5. **Chair Report:** *10 minutes allotted, Harold Shapiro*
  - a. *In-person meetings status - in-person public meetings will resume in April 2023. The conference room at the CD4 field office on Ventura Blvd. will be the planned location for the April Outreach Committee meeting (normal start time of 7 PM) The SO Public Library is an alternative location for all in-person SONC committee meetings (dictates an earlier start time due to the SO Public Library 8:00 PM closing time). An attempt will be made to conduct the April Outreach Committee meeting as a hybrid meeting - in-person for all Committee Members, and virtual (via Zoom) for public attendees.*
  - b. *2023 Elections status - dedicated website page updated, includes new info with specific boundaries and zip codes for areas 2, 4, 6. All links necessary for candidate filing and for obtaining a ballot are contained on that page. Need to verify whether in-person voters are also required to register with the Angelino website in order to obtain a ballot (task assigned to Jeffrey Hartsough).*
6. **Project Updates & Discussion** *(20 minutes allotted) Please see supporting documentation. 2 - minute Public Comment was permitted for each sub-agendized item.*
  - a. *2023 Neighborhood Council Elections - Jeffrey Hartsough, Harold Shapiro -*
    - *Review and approval of printed materials for mail-out/hand-out - discussion took place regarding: printed materials & mailbox stuffing via USPS service. Jeffrey provided a copy of a 2-sided postcard to be utilized for the 1st of 2 mail outs. The 1st mailing is to cover candidate filing specifically. A 2nd mailing would be performed after candidate filing is closed specifically covering the voting process prior to mail-in voting start date.*
    - *Status of contracted services for mailbox stuffing - USPS routes were reviewed*
    - *City Clerk/DONE [Postcard mailout](#) status - original mailing went to wrong Zip codes. Done agreed to hand distribute an additional 500 postcards in Area 2 and 500 in Area 4 to rectify the error.*

- Video promos for website, social media platforms & YouTube.com - *none received to date*
  - Discussion: candidate Forums via Zoom? Identify April & May dates - *Committee attendees agreed to conduct them once certified candidate list released by DONE. No specific target dates identified - deferred to next month's meeting.*
  - *There was no public comment made on this agenda item.*
- b. Utility Box Painting - Current status. *Neal Roden reported that he is waiting for a commitment on dates from the artist. No street use permit will be obtained, so the SONC tent canopy will not be deployed. There was no public comment on this item.*
- c. Spring Tree Giveaway- *draft graphics for SONC website and Social Media platforms created by Caden Kang were reviewed by the committee. Need to confirm start times and end times in order to create a SONC volunteer sign-up sheet. At this juncture, CD 4 Field Rep Ryan Ahari joined the meeting. Question was presented to Ryan regarding the engagement of other City Agencies to participate. Ryan was informed by the Park Mgmt. (Christina) that if additional space is needed, it would have to be reserved ASAP. Ryan confirmed the CD4 Office will be represented at the event but could not confirm the Council Member's attendance at that time. Compost Pails will be distributed at the event. There was no public comment.*
- d. Summer Movie Series
- Discussion: what tasks need to be handled now, assigned, target dates for completion - *movie night target dates of June 24, July 22, August 26 identified*
  - User Poll to be conducted to obtain film title/genre suggestions
  - Motion to Approve Summer Movie Series Funding: (requires vote)

It is hereby moved to approve up to \$4900 for SONC's Summer Movie Series at the Van Nuys Sherman Oaks War Memorial Park. Funds will go towards film rental/licensing fees, projection services, children's activities possibly including Bubble blowing services, face painting and other family friendly activities. Funding will also be applied to acquiring SONC Branded promotional materials.

*Motion moved by Jeffrey Hartsough, seconded by Neal Roden. There were no public comments. The motion was approved by unanimous vote of all committee members in attendance eligible to vote. 3 yes - Jeffrey Hartsough, Neal Roden, and Harold Shapiro. 0 no, 1 ineligible to vote - Caden Kang, 2 absent - Kira Durbin, Lindsay Imber. Motion will be presented for approval at the full SONC council meeting in April.*

- e. Light pole banners project to promote SONC - Harold Shapiro.
- SONC is required to submit a new motion to the City Council to extend the banner program to 2024 (requires vote) [Follow this link to the Motion](#).  
*Motion presented by Harold Shapiro, seconded by Jeffrey Hartsough. There was no public comment. The motion was approved by unanimous vote of the committee members present - 4 yes - Jeffrey Hartsough, Caden Kang, Neal Roden, and Harold Shapiro. 0 no, 2 absent - Kira Durbin, Lindsay Imber. Motion will be presented for approval at the full SONC council meeting in April.*
  - *Harold presented updates on the situation with BID pole availability and on available locations for the 18 banners coming down on May 18. There was no public comment.*
- f. Bus Bench Advertising
- *application submitted to City Agency through DONE program on 2-21-2023*
  - *the [graphic design](#) artwork that was submitted was reviewed*
  - *costs structure was reviewed*
  - *committee members were polled as to their desire to pursue this effort. The graphic presented utilized DONE logos and branding, but would contain a SONC logo and URL/QR code. The cost to use this graphic was free. A custom graphic would require an investment to create. A list of questions to present to DONE regarding this program was drafted*
  - *Caden Kang was requested to take a stab at using CANVA to create a graphic specific to SONC (no DONE branding).*
  - *There were no public comments*
- g. SONC website status Social Media Platform and Ziff Flyer - *metrics covering previous 30 day period were presented - included Constant Contact subscriber status for Ziff Flyer and other communications with the neighborhood, Nextdoor.com, Youtube.com, Twitter, Instagram, & Facebook. SONC Treasurer Jeffrey Hartsough has a task assigned to renew the Constant Contact subscription. There was no public comment.*
- h. Ziff Flyer April issue Article Suggestions - *Contributions were solicited. SONC Elections will be a key item, the return to in-person meetings, the SONC Spring Tree Adoption Event and SONC Summer Movie Series are also key topics to cover. Harold mentioned that he is still not getting input or monthly updates from several committee chairs - specifically the chairperson of both Green & Sustainability & Traffic & Transportation or the Chair of the Education Committee. There was one public comment presented by Latora Green from Valley of Change to mention Earth Day and street clean ups.*

7. (incorrectly listed as #9 on agenda) New Business: (5 minutes)
  - *Jeffrey Hartsough requested that a replacement for the SONC Youth Member in June be mentioned to President Imber to solicit applications.*
  - *There was no New Business submitted from the public and there were no public comments.*
  
8. Announcements on items within the SONC Outreach Committee's jurisdiction
  - a. *The next SONC Outreach Committee Meeting is Tuesday April 18th, 2023, 7pm*
  - b. *The Valley of Change - Feed Our Friends In Need event is conducted the 2nd Saturday of each Month*
  
9. **Adjournment** - *meeting adjourned at 9:27 PM by chairperson Harold Shapiro*

**The draft minutes have been respectfully submitted by Harold Shapiro, 4/15/2023 @ 5:15 PM**