

**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 (Hybrid)  
 APPROVED Minutes**

**Tuesday, April 18th, 2023  
 7:00 p.m.**

SHERMAN OAKS  
 NEIGHBORHOOD  
 COUNCIL

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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/jEabSxCBfNr66HeJ4zromthQrV5qRIP-v8DBdzgjHwvS7YX6ig3KPi3TYNSH0q4qX\\_4u5gYCp\\_fVD8WK.WBKuYx-up5LZHtUP?autoplay=true](https://us02web.zoom.us/rec/play/jEabSxCBfNr66HeJ4zromthQrV5qRIP-v8DBdzgjHwvS7YX6ig3KPi3TYNSH0q4qX_4u5gYCp_fVD8WK.WBKuYx-up5LZHtUP?autoplay=true)

### Meeting Minutes

**1. Call to Order and Welcome**

a. Welcome & Call to Order - *The meeting was called to order at 7:19 PM and conducted by Outreach Chair Harold Shapiro. The meeting was conducted as a hybrid meeting where all committee members were in-person, but the public was allowed to participate remotely via Zoom.*

b. Roll Call and Introductions

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

*Absent: Kira Durbin, A quorum was achieved with 5 committee members present, 1 absent.*

**2. Administrative Actions:**

a. Approval of Prior Meeting Minutes

*A motion to approve the March 21st, 2023 – DRAFT - Regular Meeting Minutes Moved by Neal Roden, seconded by Lindsay Imber Meeting minutes approved as presented, by roll call vote -*

*5 yes - Lindsay Imber, Jeffrey Hartsough, Caden Kang, Neal Roden, and Harold Shapiro.*

*0 no*

*1 absent - Kira Durbin*

3. **Public Official Comment:** *2 minutes each allotted for Comments by public officials in attendance*  
*There were no public official comments.*
  
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. *The Chair announced that he is stepping down from SONC at the end of his elected term of office on SONC in June 2023 and that a new Chair for Outreach and a new Ziff Flyer editor is needed. He stated that he would work with his replacement to transition responsibilities. President Imber stated that she would include this in her May SONC Board meeting President's report.*
  - b. *2023 Elections status - the Chair acknowledged the great work of the Outreach Committee members in their Election Project efforts and that there were 21 candidates running for the 9 council seats on the June ballot. A breakdown of the number of candidates in each race was discussed. There are 3 races with only 1 candidate, there are 3 races with 2 candidates, there is 1 race with 3 candidates, there is 1 race with 9 candidates and 1 race with no candidates.*
  - c. *Youth Member representative Caden Kang was also thanked for his 2 terms of service on the council.*
    - *There were no public comments.*
  
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 -**
    - *The finalized printed material sample for the 1st mail-out to solicit candidates was presented - 4200 people were delivered the cardboard postcard by USPS.*
    - *Clarification on whether there is a need to create an Angelino account in order to vote was made.*
    - *Conducting candidate forums via Zoom was discussed - it was stated by Jeffrey that forums should be recorded.*

- *Harold stated that the website elections page has been updated, and postings made on all Social Media platforms (Nextdoor, Facebook, Twitter and Instagram).*
  - *There were no public comments on this agenda item.*
- b. *Utility Box Painting - Current status. Neal Roden reported that he is waiting for a response from the artist. Norecent communication has been received.*
- *There was no public comment on this item.*
- c. *Spring Tree Giveaway - the flier graphic promoting the April 22 event that was created by Jeffrey was shared.*
- *the eligibility rules for receiving a tree and types of trees offered were presented*
  - *Harold mentioned that a Constant Contact graphic email message was sent to the 3200 subscribers on the SONC distribution list, and a graphic posted to the SONC website as well as postings promoting the event were made on all SONC Social Media Platforms*
  - *Status of volunteer sign-up was discussed - 7 volunteers were listed so far*
  - *Harold asked that someone collect email addresses for the SONC mailing list from the public at the event. At the previous year's event, City Plants refused to share that information with SONC. Jeffrey suggested that it be mandatory in order to receive a plant.*
  - *Handing out election promotional materials at the event was discussed*
  - *Other than CD4 coming to hand out Refuse Recycling Pails, no other tablers have committed to attend.*
  - *There was no public comment.*
- d. *Summer Movie Series - Jeffrey Hartsough*
- *Still need to identify titles - User Poll requests via Ziff Flyer yielded no title/genre suggestions*
  - *discussion of potential genres and titles ensued - 1 title identified for certain - Super Mario Bros. Movie - available in July. movie night target dates of June 24, July 22, August 26*
  - *there was 1 public comment by Cheryl Shapiro - A romantic comedy was requested for 1 title*
- e. *Light pole banners project to promote SONC - Harold Shapiro.*
- *SONC motion was passed by the City Council to extend the banner program to 2024*
  - *Harold presented details on the situation with Sherman Oaks Business Improvement District (BID) pole availability and on available locations.*
  - *There was one public comment made by Cheryl Shapiro stating that a collaboration with the BID to work with the same banner vendor as SONC was advantageous to both the BID and SONC.*

- f. Bus Bench Advertising - Harold Shapiro
- *responses from DONE (Ann-Marie Holman) on previous questions posed by SONC Outreach regarding this program were discussed*
  - *clarified that StreetsLA actually administers this program*
  - *start time for ad placement depends on bus bench availability*
  - *cost structure was reviewed and clarified - SONC would only have to pay \$120 for each bench ad placement if SONC creates and provides its own ad artwork that meets the criteria for graphics type and pixel size. Placement of 5 ads was proposed by Harold Shapiro for a total cost of \$600*
  - *No funding for this project is available or provided by DONE*
  - *If SONC creates its own artwork, the inclusion of any other agency's logo or graphic, QR code or URL is not required*
  - *If the City gets an actual paying customer for any specific bus bench location, the SONC ad will be removed - revenue stream for the vendor takes precedent*
  - *further questions were raised and will be researched*
  - *Jeffrey stated that funding from the fiscal year 2022-23 budget would not be possible, but funding from fiscal year 2023-24 would be available, but could not be requested or approved until after the July meeting.*
  - *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 - *no documented metrics were compiled but a verbal report was provided by Harold Shapiro for current 30 day period*
- *Constant Contact subscriber count remains at ~3200 level, monthly number of posts on Social media are consistent with previous periods. Followers on Instagram and Twitter have increased and are on the rise*
  - *SONC Treasurer Jeffrey Hartsough has renewed the Constant Contact subscription for another year*
  - *There was no public comment.*
- h. Ziff Flyer May issue Article Suggestions - *Contributions were solicited. An announcement regarding SONC search for new Youth Member Seat would be drafted by Howard Katchen 1st VP, SONC Elections will again be a key focus item, the return to in-person meetings and potential use of Hybrid meetings, the SONC Spring Tree Adoption Event and SONC Summer Movie Series are also key topics that will be covered. 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 no public comment*

7. New Business: (5 minutes)

- *Jeffrey Hartsough led a discussion on plans for conducting future Hybrid SONC meetings and what the logistics needs might/should be. Group agreed to conduct the May SONC Board meeting as a Hybrid meeting.*
- *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 May 16th, 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 9:02 PM by chairperson Harold Shapiro*

**The draft minutes have been respectfully submitted by Harold Shapiro, 5/12/2023 @ 2:00 PM**