

**Sherman Oaks Neighborhood Council
Outreach Committee Regular Meeting Agenda
Department of Neighborhood Empowerment linked through our website**

Tuesday, April 16, 2019, 7:00 p.m.

**David Ryu CD4 Sherman Oaks Field Office
14930 Ventura Boulevard, Suite 210 Sherman Oaks, CA 91403**

MINUTES

- 1. Call to Order and Welcome**, Jeffrey Hartsough, Chair at 7:10pm.
- 2. Roll Call and Introductions**, present Jeffrey Hartsough, Neal Roden, Marcus Zimmerman, Sarah Olds, Sue Steinberg, and one SONC Election Candidate, Gil Imber and pending Outreach committee member, Kira Durbin.
- 3. Approval of Prior Meeting Minutes**, Approved by Neal Roden and seconded by Sarah Olds.
- 4. Chair's Report**
- 5. Public Comment:** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction
- 6. Discussion –**
 - a. Discussion regarding the March 23, 2019 Hello Spring Tree Adoption event.
 - Post-event review -- insight was offered. City Plant's staff was notably slow and could have benefited from a more streamlined process. The tag removal process was inconsistent. The DJ and decorated pots were not missed this year. Next year, find out how people heard about the tree giveaway i.e. Newsletter, City Plants, Next Door. etc.
 - b. Discussion regarding SONC Elections May 19, 2019
 - Communication channels, actions --- Lawn signs look great but more than half were left at the board mtg. Next election, issue lawn signs to each candidate and every private property owner board member. There was also confusion about the voting process. Sue will send out follow-up email regarding voting process and lawn sign pick up. Encourage candidates to stay for full mtg. There was a discussion about social media and the proper language to use while posting about the Election. On April 29th, begin to post about Election on Next Door. Use language like "SONC Elections May 19th, please visit our website for more information about the candidates". Next election, develop marketing strategy to direct people to the SONC website and get them involved with the election.

c. Discussion regarding the 2019 SONC Summer Series

- Planning details, tasks, and schedule

Showtimes: Madagascar - June 22nd, 2019 @ 8:30pm, Princess Bride July 27th, @ 8:20pm and Shazam!, August 7:50pm. Additional movie suggestions: Up, Pokeman, Bambi. Activities: bubbles, frisbees, beach balls, flash lights, glow sticks, music - live musician, super hero entertainment company --- all professionals must carry their own liability insurance.

d. Discussion regarding VNSO RC "Spring Fling" and "Carnival"

- Promotion and participation
- Fling April 20; Carnival April 19-21 -- Next year, promote these events at the Tree Giveaway.

e. Discussion SONC Website

- Actionable tasks -- Sarah Olds will email everyone with information regarding our website research project.

f. General discussion regarding purpose of the Outreach Committee

- How SONC NC Elections affect short-term efforts
- Committee members
- Goals
- Communication channels
- Outreach Training
- Other items/issues

7. New Business – Introduction topics for consideration of the Outreach Committee at future meetings --

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

- Next Meeting, Tuesday, May 21, 2019; CD4 Office

9. Adjourn at 8:46pm.