

## Committee Members:

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

Alternates  
 Marcus Zimmerman  
 Hayden Ranshaw

CALIFORNIA



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

**Tuesday, August 18th, 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: 969 1532 1150 and Press #**

**Web Browser Cut and Paste: [https://zoom.us/j/969 1532 1150](https://zoom.us/j/96915321150)**

**Telephone: 1-669-900-6833, enter 969 1532 1150 #**

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
2. **Roll Call and Introductions** Chair, Sarah Manuel, Committee Member, Gil Imbe
3. **Administrative Motions:**
  - A. Approval of Prior Meeting Minutes
    - i. **July 21st, 2020 – Minutes**
  - B. Approval of New Committee Alternate Member: Alexandria Naseef
  - C. Approval of New Committee Alternate Member: Pamela Harris
  - D. Resignation of Sue Steinberg, Levon Baronian & Sidonia Lax
4. **Public Official Comment: 2 minutes each** Comments by public officials
5. **Public Comment: 2 minutes each** Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction
6. **Chair's Report: 5 minutes**
7. **Resident Historian Presentation: Tom Boulet.** Tom will present a 20-minute PowerPoint presentation taking us a journey, highlighting key dates and historical footage of Sherman Oaks founder, Moses Sherman.
8. **Motion to approve content of Committee Campaign Form & Process. ACTION ITEM. Vote required.**

A motion to approve the content of the Committee Campaign Form. The Content Campaign Form is intended for SONC Committee Chairs to complete as necessary and/or when submitting with their reports for the Newsletter. Data will be compiled and transferred over to the desired Social media platforms to create succinct content. This motion also allows for on-going reevaluation whether the use of the form is helpful or not. This form will also interface with the new website and help the Executive Board quantify each Chair's performance.

**9. Discussion for CD4 Candidate Forum: Raman vs. Ryu.**

- A. Review and final selection of a moderator:
  - a. Nahtahna Cabanes, John Cadiz Klemack, Jill Barad, anyone else?
- B. Final Date selections based off of moderators availability:
  - a. 09/22\*, 09/23\*, 09/25, 09/27, 09/29 -- \*Not a holiday or Sunday.
- C. Candidate Forum Format
  - a. Introductions?
  - b. Opening CD4 Candidate Speeches?
  - c. Questions from Community?
  - d. Conflict/Resolution Topics?
  - e. Lighting Round Q & A - Quick questions, one-word answers?
  - f. And?

**10. Discussion on Civic Education for stakeholders.**

- A. What is the goal?
- B. Is this a one-time webinar or multi-part webinar?
- C. When? Sept 2020-July 2021 Dates
- D. Who is involved? Speaker suggestions?
- E. 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?
- F. Who will draft the promotional content & webinar materials?

**11. Food Drive Series Co-sponsorships Discussion:**

- A. What is the goal?
- B. Is this a one-time Food Drive or multiple Food Drive series?
- C. When? Sept 2020-July 2021 Dates
- D. Who is involved? Non-profits involved?
- E. How much will it cost to produce promotional materials and to promote on SONC's social media platforms?
- F. Who will draft the promotional content?

**12. Vacant Seats Outreach:**

- A. What seats are available?
- B. How to apply?
  - a. Letter of Intent?
  - b. Email the President?
  - c. And?
- C. Who will draft promotional content?
- D. Launch ASAP - July 2021

**13. Care kit distribution -- SONC to supply to organization who will distribute.**

- A. Items included: 1 Face mask, 1 drawstring bag, other?

- B. Who will distribute?
  - a. CARES Team?
  - b. Empowered-Gifts?
  - c. Valley of Hope?
  - d. The Valley of Change?
- C. When?

**14. Discussion – Newsletter**

- A. Feedback
  - a. Font size and template design
- B. Identify Structure
  - a. Message from the President
  - b. Board Meeting Save the Date
  - c. Public Officials
  - d. Community Listings
  - e. Committee Updates
  - f. FAQ -- based off of community inquires upon each distribution
  - g. Other topics -- Historical Facts with Tom Boulet.
  - h. "Hindsight 20/20 with Hayden", "Growing up in the Oaks", "Folks in the Oaks" Feature**
  - i. Board Member Spotlight -- Interview with a Board member**
  - j. other segment title ideas? --**
- C. Harold will Copy Edit

**14. Drive-in Movies**

- A. Update

**15. New Business** – Introduction topics for consideration of the Outreach Committee at future meetings: **5 minute**

**A. Outreach Goals for 2020 -2021 Year**

- a. Announcement of Roster
- b. Q & A on procedures
- c. Marketing Plan - Outreach Reaches Out
  - i. Analytics for Constant Contact, FB, IG, NextDoor, Twitter, Patch, Etc.

**B. Participate in the Survey of all CD4 NC's and surrounding NC's**

- a. Collect Outreach Contact info, website, agendas
- b. Cross compare what they are doing and how they are sponsoring events?
- c. Identify co-sponsorships and supportive complimentary programming.
- d. Build list of Non-profits who are currently co-sponsoring with NC's

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

- 📅 **Next Meeting, Tues, September 15th, 2020, 7pm**

**17. Adjourn**

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