

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

Alternates
 Pamela Harris
 Alexandria Naseef
 Hayden Ranshaw
 Marcus Zimmerman

CALIFORNIA



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

**Tuesday, December 1st, 2020
 7:00 p.m.**

**Virtual Meeting
 Minutes**

SHERMAN OAKS
 NEIGHBORHOOD
 COUNCIL

P O Box 5721
 Sherman Oaks, CA
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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: 836 2315 4607

Cut and Paste: <https://us02web.zoom.us/j/83623154607>

Telephone: 1-669-900-6833, enter 836 2315 4607 #

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 o por correo electrónico 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, *called to order 7:05pm*

2. Roll Call and Introductions Chair, Sarah Manuel, Committee Member, Gil Imber

Sarah Manuel – Chair, present
Kira Durbin, absent
Jeffrey Hartsough, present
Gil Imber, late arrival
Neal Roden, present
Harold Shapiro, present

Alternates

Marcus Zimmerman, absent
Hayden Ranshaw, present
Pamela Harris, present
Alexandria Naseef, present

3. Chair's Report: Sarah Manuel, 2 minutes

4. Project Updates & Discussion, 10 minutes

- A. Neighbor Assistance Program - Marcus Zimmerman
- B. Food Drive - Alexandria Naseef
 - i. Discussion
- C. Hygiene Drive - Sarah Manuel
 - i. Assign Project Lead and working group
 - ii. Discussion
- D. Election Promotion - Sarah Manuel
 - i. Assign Project Lead and working group

ii. Discussion

A. Nassef to email details about barrel drop offs for food donations with Temple Beth Shalom, Central Lutherns Monday donations, consider scheduling food drive for January 18th, P. Harris assigned as Project lead for Hygiene Drive: update includes collaboration with Hope of the Valley, location Notre Dame, St. Francis or VNSO Park, Date: December 19th, time tba. H. Shapiro assigned as project lead for Elections in collaboration with Election Committee's Chair, Lisa Petrus and Outreach Committee Member Gil Imber. Video testimonials must come from current board members in even areas and committee members. If odd area board member does not run -- they can do a video testimonial. Board members for Testimonials: Gil, Harold, Cappellettis, Jeffrey, Sarah and any committee members not running.

- 5. Public Official Comment: 2 minutes each** *Comments by public officials*
Moving on to Agenda Item 4. Do we have any public officials wishing to speak? If so, please raise hand on the attendee list or press star 9 if you are on your telephone. You will have 2 minutes each.

- 6. Public Comment: 2 minutes each** *Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.*
1 Public comment.

- 7. Evaluation and Discussion – Newsletter -- Harold Shapiro**
 1. Feedback
 - a. Length
 - b. Frequency
 - c. Review of Stats- CC, Next Door, FB, IG
 2. 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
 3. What sections should be removed?
 4. Other issues
 5. Themes to consider for next year. (Jan-May/ June - December)
 6. Call to Action to increase Subscriptions

Discussion was held and resolution includes: S. Manuel to build to templates 1 full length and 1 secondary that includes features: list how to print pdf of newsletter, optimize accessibility for mobile and desktop devices, consider trimming and call to action of FAQ's to website, consider frequency and content, what happened to Tom Boulet's feature regarding History of Sherman Oaks, What human interest pieces do we want include? Families, businesses. Consider an editorial board, finalize skeleton of newsletter, tie in something with Valentine's Day, Essay Contest or Haiku Contest with Schools (potential collab with Education Committee) Include URL

for the Daily News, community listings. Statistically we are not doing well. 12,000 opens should be our goal. Please refer to Agenda 12/1/2020 for supporting documents regarding Constant Content for data.

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

- ☐ **Outreach Committee Regular Meeting cancelled in December**
- ☐ **Launch of Election Outreach, Jan 5th, 2021**
- ☐ **Next Outreach Meeting, January 19th, 2021**

Additional announcement about the Speaker Series, Dec 6th at 2:30pm.

9. Adjourn @ 8:23pm by S.Manuel

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- www.ShermanOaksNC.org
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our website www.ShermanOaksNC.org