

Committee Members:

Harold Shapiro – Chair
 Kira Durbin
 Pamela Harris
 Jeffrey Hartsough
 Lindsay Imber
 Caden Kang
 Sarah Manuel
 Neal Roden

City of Los Angeles
 CALIFORNIA



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

**Tuesday, May 17th, 2022
 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/share/ljlouQNmpwsYk-5TWs3fwh8eSiq4ZDM1KAuuNs8JXzm_zf5lz5hLI0zHyu4EqUNI.MDN8luUkoqbNKTQq?startTime=1652839528000

Meeting Minutes

1. **Call to Order and Welcome** *The meeting was called to order at 7:03 PM and conducted by Outreach Chair Harold Shapiro*
 - a. Roll Call and Introductions

*Present: Kira Durbin, Jeffrey Hartsough, Sarah Manuel, Neal Roden
 Pamela Harris, Harold Shapiro (6)*

Absent: Lindsay Imber, Caden Kang (2)

A quorum was achieved.

Hayden Ranshaw has been removed from the Outreach Committee roster at his request
2. **Administrative Actions:**
 - a. Approval of Prior Meeting Minutes

A motion to approve the April 19th, 2022 – DRAFT - Regular Meeting Minutes
Moved by Neal Roden, seconded by Kira Durbin
Meeting minutes approved as presented subject to one noted correction being made by a roll call vote of 5 yes, 0 no, 1 abstention, with 2 absent.

- 3. Chair's Report:** *Presented by chairperson Harold Shapiro*
 - a. *SONC Summer Movie Series - first 2 film selections made, 3rd film still not locked in, will be partnering with CD4 Council Office*
 - b. *Digital Media Policy - Effective Dates, potential impacts will be gauged*
 - c. *2023 Neighborhood Council Elections - even numbered areas in scope, Election Information Worksheet needs to be completed and submitted to City Clerk by 8-1-2022*

- 4. Public Official Comment:**
Ryan Ahari - CD4 Council office

- 5. Public Comment:** *There were No Public Comments.*

- 6. Project Updates & Discussion**
Public Comment was allowed for each sub-agendized item.
 - a. *Summer Movie Series - Jeffrey Hartsough - looking for a graphic artist to create postcard, will be ordering banners to display at park, most paperwork has been submitted and approved by city, will have bubble lady at park pre-screening, volunteer list will be circulated*
 - b. *Utility Box Painting/Design - Pamela Harris - Flier design reviewed, edits requested by Jeffrey Hartsough and Neal Roden. \$750 expense to SO Chamber Foundation was approved via MER in May 2021*
 - c. *Business Cards - Jeffrey Hartsough - orders will be placed during June*
 - d. *Stakeholder interest form - interactive form created by Lindsay Imber reviewed and methods for how it could be utilized discussed, 1 change requested, possible addition of election interest question*
 - e. *Status on Earth Day Clean Up event - Neal Roden - may do another event in the fall with VCC*
 - f. *Hello Spring Free Tree Giveaway event - Jeffrey Hartsough - turnout from public was good, 200 trees adopted, minor hiccups from City Plants computer system not working correctly*
 - g. *SONC website status - Harold Shapiro*
 - i. *Follow-up on telephone number access and use questions from previous meetings - what automated options are available for transcription or call notification - Google Voice is a free option, but would need to change phone number. Will need to designate a primary and secondary resource on SONC to monitor the calls*
 - ii. *Agenda Request submission capability - committee chairpersons failing to utilize properly, not monitoring their queue, not flagging agenda request status, committee chairs should turn off the feature if they are not going to use it*

h. The Ziff Flyer - Harold Shapiro - *looking for feedback on May issue and general format, metrics indicate 50% opens out of 3300 addresses sent to, 200 bounced because of bad addresses in database, 0 unsubscribes, 96% of readers are on a PC, 4% use mobile devices to read the newsletter*

7. Discussion of Social Media platforms.

Facebook, Nextdoor.com, Youtube are being used, Twitter & Instagram are not Passwords are needed, a resource should be found to handle posting

8. Hauptwerk Software - *Lindsay Imber has confirmed software is installed and ready for use*

10. New Business – *Items for consideration for next Agenda(s) - none made/received*

11. Announcements

Next Outreach Meeting, June 21st, 2022, 7pm

12. Adjournment - *meeting adjourned at 9:36 PM by Harold Shapiro*

The draft minutes have been respectfully submitted by Harold Shapiro, 6/20/2022 @ 2:55am