

City of Los Angeles  
CALIFORNIA



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

**Tuesday, January 17th, 2023  
7:00 p.m.**

SHERMAN OAKS  
NEIGHBORHOOD  
COUNCIL

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[www.shermanoaksnc.org](http://www.shermanoaksnc.org)

OR CONTACT  
Department of  
Neighborhood  
Empowerment linked  
through our website  
under "Resources"

**Committee Members:**

Harold Shapiro – Chair  
Kira Durbin  
Jeffrey Hartsough  
Lindsay Imber  
Caden Kang  
Neal Roden

**To access the original recording of this Virtual Meeting on the Zoom Platform:**

**Click or Cut and Paste:**

[https://us02web.zoom.us/rec/play/SzD0KUvkBBnZwfEyMBIm8-oAj4dEh4X56jgngZa-1zzKRPpWf\\_NWD1PSXX4SE1IWzS4dJR8L\\_PJY3RI0.W3NIEKqgnuHR9p52?autoplay=true](https://us02web.zoom.us/rec/play/SzD0KUvkBBnZwfEyMBIm8-oAj4dEh4X56jgngZa-1zzKRPpWf_NWD1PSXX4SE1IWzS4dJR8L_PJY3RI0.W3NIEKqgnuHR9p52?autoplay=true)

**Meeting Minutes**

**1. Call to Order and Welcome**

a. Welcome & Call to Order - *The meeting was called to order at 7:12 PM and conducted by Outreach Chair Harold Shapiro*

b. Roll Call and Introductions

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

*Absent: Kira Durbin, Lindsay Imber*

*A quorum was achieved with 4 committee members present, 2 absent.*

**2. Administrative Actions:**

a. Approval of Prior Meeting Minutes

A motion to approve the November 15th, 2022 – DRAFT - Regular Meeting Minutes

*Moved by Jeffrey Hartsough, seconded by Neal Roden*

*Meeting minutes approved as presented, by roll call vote -*

*4 yes - Jeffrey Hartsough, Caden Kang, Neal Roden, and Harold Shapiro.*

*0 no*

*2 absent - Kira Durbin, Lindsay Imber*

3. **Public Official Comment:** *2 minutes each for Comments by public officials in attendance was allotted*  
*Ryan Ahari - CD4 Field Deputy - provided updates on Council activities impacting the neighborhood.*
4. **Guest presenter** - *Amanda Szydlowski - Los Angeles Homeless Services Authority - Community Relations Supervisor spoke regarding the 2023 Homeless Count January 24th in Sherman Oaks. Volunteers were still needed - had secured 87 volunteers of the 100 needed.*
5. **Public Comment:** *2 minutes each Comments by the public on non-agenda items within the SONC Outreach Committee's jurisdiction.*  
*There were no public comments.*
6. **Chair Report:** *10 minutes allotted, Harold Shapiro*
  - a. *Roster Updates - Outreach Committee is down two members - Sarah Manuel and Pamela Harris resigned their positions. Sarah also resigned as 2nd VP of SONC. Both will concentrate their time on chairing the SONC Human Services Committee*
  - b. *In-person meetings resumption in March 2023 were discussed. SO East Valley Adult Center & Louis Armstrong Middle School locations were mentioned as potential sites being investigated by Jeffrey Hartsough. The SO Public Library is targeted as the primary location for all in-person committee meetings. Meetings conducted at the SO Public Library must end by 8:00 PM. CD4 council office conference room is also a potential site for committee meetings, if deemed ADA compliant. CD4 offices will eventually be moved to a facility in Studio City.*
7. **Project Updates & Discussion** *(45 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 - discussion regarding: 2nd VP position vacant, and who would be in charge of coordinating the elections for SONC, also discussed costs gathered for using mailbox distribution services with Walking Man (\$.18 to \$.24 per flier) and the USPS Every Door Direct Mail Service (\$.38 per flier). Another option was quoted at \$.22 per flier. USPS service guaranteed that every mailbox in an area would receive the flier. Walking Man does not make any guarantees. The recommendation from Jeffrey Hartsough was to utilize Walking Man. Printing costs will also need to be taken into consideration. Current budget for the election was set at \$4,000. Use of Yard signs was also discussed at a cost of approximately \$1,000. A motion will be drafted by the Outreach Chair and submitted at the next Finance Committee meeting to designate budget funds needed for the elections efforts as recommended by Jeffrey. The actual number appears to be greater than the \$4,000 budget number already earmarked, if 2 mailings are performed.*

*A request for funds not to exceed \$6,000 will be created and presented, pending final review. Jeffrey Hartsough to follow up with Walking Man to find out how they gain access to apartment complexes and whether they recommend a trifold on thick paper or a thicker cardboard postcard as the better medium for distribution. And Jeffrey will compile better numbers for cost estimates of this program effort.*

- b. *Utility Box Painting/Design - Current status. The chair requested that committee member Neal Roden lead this effort now that Pamela Harris has stepped away from Outreach. Neal said he would take it on and contact Fran Kerzner at the Chamber Foundation to see where things stand.*
  - c. *Light pole banners project to promote SONC & its 20th anniversary - Harold Shapiro. Gold Metropolitan Media to be contacted to obtain a list of available locations for the 18 banners coming down on March 18 and to request extension of banner campaign permit through October 2024.*
  - d. *SONC website status Social Media Platform and Ziff Flyer - Yearly metrics covering all of 2022 were presented - included Constant Contact subscriber status for Ziff Flyer and other communications with the neighborhood, Nextdoor.com, Youtube.com, Twitter, Instagram, & Facebook. Article suggestions for February Ziff Flyer were solicited. It was discovered in the Google account logs that someone was utilizing the [sonc.newsletter@gmail.com](mailto:sonc.newsletter@gmail.com) account to play an on-line game (Taongafarm.com). The password for that account will be changed, and reshared with those that require access to this account only.*
8. **New Business: (5 minutes)** (Public Comment will be accepted for each item discussed.)  
*The Spring Tree Giveaway will be discussed at and included on the February Outreach meeting Agenda*
9. **Announcements on items within the SONC Outreach Committee's jurisdiction**
- a. *The next SONC Outreach Committee Meeting is Tuesday February 21st, 2023, 7pm*
  - b. *The first in-person SOHA meeting since the pandemic began and caused all in-person meetings to be curtailed will be conducted tomorrow evening, Wednesday January 18th at the East Valley Adult Center and via Zoom as well.*
  - c. *The Valley of Change - Feed Our Friends In Need event is conducted the 2nd Saturday of each Month - Latora Green spoke briefly and gave a friendly reminder*
9. **Adjournment** - *meeting adjourned at 8:54 PM by chairperson Harold Shapiro*

**The draft minutes have been respectfully submitted by Harold Shapiro, 2/17/2023 @ 5:12 PM**