



Outreach Committee

Kylee Peña, Co-Chair
Brett Collier, Co-Chair
Jeffrey Hartsough
Lindsay Imber
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Kira Durbin



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**Sherman Oaks
Neighborhood Council**

Outreach Committee DRAFT Meeting Minutes:

Thursday, November 30, 2023, 6:30 pm

In-Person Meeting

Sherman Oaks Public Library
14245 Moorpark Street

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 Note: All items containing motions, at the time of agenda posting, are listed in **blue, bold text**.

1. Welcome, Call to Order, and Roll Call

Brett Collier called to order and took roll at 6:32pm.

Present: Collier, Pena, Durbin, Roden, Hartsough
Absent: Imber

Quorum was established.

2. Administrative Motions

a. Approval of August, September, October minutes

Kylee moved to approve all three, Collier seconded.
Durbin abstained.

August, September, and October approved with no corrections.

3. Chair Report (5 minutes): Kylee Peña & Brett Collier, Chairs

Great movie night! It was well-attended, rivaling summer movie nights. There's a strong desire in another movie night.

4. Public Official Comment (2 minutes each): Comments by public officials

5. General Public Comment by Community Stakeholders (2 minutes each): comments

by the public on non-agenda items within the Outreach Committee's jurisdiction

6. Review of Movie Night learnings (10 minutes)

- Need to create a programming calendar of the full year.
- Want to have a SONC representative for each school in the area.
 - Review the list of schools from Pamela and Neal.
- Collaborate heavily with VNSO – there are also opportunities to help.
- Had some businesses attend, want to reach out to more of them.
 - Could potentially work with Chamber of Commerce, BID.
 - Can go to website to reach out to all food trucks in the area.
 - Can follow up with dessert vendor that was used in 2022.
- We can potentially explore more sponsorships with our processes.

Action: Working group create a draft plan for the year with potential slots identified, target specific months for slightly larger events. Kylee will send a reminder about WG and identify interested participants.

7. Discussion on outreach strategy for 2024 (10 minutes)

- Community Inventory of Sherman Oaks - task for Q1/Q2!
- Review list of schools and assign points of contact for each.
- Compile list of houses of worship and assign points of contact for each.
- Compile list of SO area non-profits.
- Review list of businesses that are active in the community.
- Social media presence – Kylee is working on expanding presence.
- Business license information for targeted outreach to businesses is one source of outreach for businesses.
- Bring businesses to one place with a hook and develop relationships from there
- Avoid unequal treatment - design program with business segments, choose one to test and see how it goes, and then move to the next segment.
- Standardized outreach packet for everyone on the board.
- Ziff Flyer - key take aways at the top of the newsletter.
- Resource Guide is a great resource, should provide copies to the board.
- Other potential initiatives: Sherman Oaks Votes, Art Fair + Contest

8. Old Business (5 minutes): *Other topics not otherwise agendized.*

- Resource Guide to be added to the website and shared on social media.
- Distribute flyers to businesses/non-profits.
- 200 flyers to be printed.
- Next newsletter should include Circle Program.
- Kylee will create update-able flyer.

9. New Business (5 minutes): *Introduction topics for consideration for the Outreach Committee at future meetings*

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

Human Services committee meeting on Monday at 6:30PM and will be covering the Circle Program. Holiday events are coming up in December.

11. Adjournment

There will be no December meeting. Meetings will resume on the third Tuesday in 2024.

Meeting adjourned by unanimous consent at 7:48pm.

