



ENCINO

NEIGHBORHOOD COUNCIL



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President: Alex Garay

Vice President: Victoria Miller

Secretary: Kari Purcell

Treasurer: Patricia Bates

Sergeant at Arms: Lee Blumenfeld

OUTREACH COMMITTEE MEETING MINUTES

Monday, May 6th, 2019 @ 6:30pm

Woman's -Club Room – Kitchen

4935 Balboa Blvd. Encino, CA, 91316

Voting Members – ENC Members:

Alex Garay (Chair)*, Jim Esterle*, Carol Levin*,

Voting Members – Stakeholders:

Varant Majarian, Gina Corso, Jenny Birchfield

Alternate Committee Members:

Victoria Miller*, Lee Blumenfeld*, Shani Hudson, Gail Reysa

* Indicates ENC Board Member or Alternate, no more than 5 Encino Neighborhood Council Board-Members or Alternates may be seated at a time to vote during a committee meeting

In attendance were: Gina, Carol, Varant , Lee & Jim

Motion, Discussion, and Vote may be taken on all items

1. **Call to Order. Roll call.**

2. **Public Comments on Non-Agenda Items:**

Limited to TWO MINUTES (2) per speaker; total time for all public comment is limited to 10 minutes. Public is asked to fill out a speaker card and hand it to the Committee Chair.

3. **Approve minutes from April 2019 Outreach Committee meeting.**

<http://www.encinonc.org/>

4. **Old Business (10 min):**

- A. Utility Boxes – Update – Gail R.
- B. Forum on Crime – Alex G.
- C. Restaurant Tour – Alex G.
- D. Clean Up Encino Day Recap – Alex G.

5. **New Business – (30 Min):**

A. **POP UP Art Event at the Park** – Last month Nora Ross made a presentation regarding a pop up art event at Encino Park. The Councilmember is allocating funds to the event and the ENC has an opportunity to be a host. All costs for permits will be covered by Nora Ross as well as the entertainment. The event is tentatively scheduled for August 17th, 2019. We have received an NPG requesting \$5,000. Discussion on the NPG. **MOTION; OUT-19-05-0021:** The ENC's Outreach Committee recommends that the ENC support the event at the park and we are requesting an amount of 4000 for the event.

- The outreach committee approved the expense of up to \$4000 for the event, passed 5-0-0

B. **Senior Symposium** – The ENC will have a booth at the Senior Symposium – the event will be on Saturday, May 18th at the One Generation Center on Victory. The Outreach Committee is seeking volunteers to help man the booth.

- Jim, Gina and Varant committed to attend and man the booth

C. **Elections** – Update on attracting people to the election location.

- Discussion on Election Committee. The election committee did not meet and as a consequence did not approve any funds to be spent for the upcoming elections. Sadly the members of the Election Committee were both founding ENC members that are well aware of the process to approve funds. One member was too concerned that we did not receive vote by mail and subsequently did no work prior to the elections.

D. **CD 5/ENC** – Discussion and possible action on hosting a fun, family outing between the CD5 office and staff and the ENC. Possible idea is a softball game. Other possible idea is CD5 & the ENC against CD4 and the SONC.

- A friendly discussion on getting the ENC and CD5 office together for a fun day to casually chat. Will continue discussions.

E. **Encino Enterprise** – The ENC can take out an ad in the Encino Enterprise, they claim to have 15,000 bi monthly subscribers and 8,000 online subscribers. For a 1/3rd of a page ad (6" x 7") it's \$505. Other costs are: full page \$1450 (10" x 14"), Jr. page \$950 (8" x 14"), half page \$825 (10" x 7") or ¼ page \$350 (6" x 5.5").

MOTION; OUT-19-05-0022: The ENC's Outreach Committee recommends that the ENC support obtaining an ad in the Encino Enterprise for the _____ size page at \$ _____.

- Questions regarding the amount of subscribers. Costs for future events as well as using funds to boost and create Facebook Ads. Funding will be requested from the new budget to cover ads & boosts. Each expense will need to be approved by the ENC board before each expenditure.

6. **Future Outreach Projects/Events:**
 - A. Inventory of Outreach Items
 - B. Movie at the Park – July 18th 2019

7. **Adjournment by 8:00pm**

Next Outreach Committee meeting: June 3rd, 2019.