



**ENCINO**

**NEIGHBORHOOD COUNCIL**



## **ENCINO NEIGHBORHOOD COUNCIL**

**President:** Alex Garay

**Vice President:** Victoria Miller

**Secretary:** Kari Purcell

**Treasurer:** Patricia Bates

**Sergeant at Arms:** Lee Blumenfeld

## **OUTREACH COMMITTEE MEETING**

**Monday, August 5<sup>th</sup>, 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\*, Varant Majarian\*, Oliver Rodriguez\***

### **Voting Members – Stakeholders:**

**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

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 prior to the beginning of the meeting. Public comment on agenda items will be heard when the item is up for discussion.

3. **Approve minutes from July 2019 Outreach Committee meeting (can be viewed at the ENC website:**

<https://www.encinonc.org/outreach-committee.php>).

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

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4. **Old Business (30 min):**

- A. Utility Boxes – Update – Alex G.
- B. Restaurant Tour – Gina Corso/Carol Levin
- C. Encino Family Festival – Dog Adoption Event – Gina Corso.
- D. Budget for Facebook Ads and Boosting Posts – Alex G.: ENC approved up to \$300

5. **New Business – (80 Min):**

- A. **Kiosk at Encino Post Office (20 min)** – Presentation by Lee Blumenfeld. A kiosk at the Encino Post Office will be presented. This kiosk will hold ENC documents for upcoming meetings and events. **MOTION; OUT-19-08-0023:**
- B. **Encino Family Festival** – Continued Discussion about pet adoption at the Family Festival.
- C. **2019 Promotional Items** – The ENC’s Outreach Committee has received praise on the promotional items we have at our events. We attempt to tailor each item to specific events. Top 2019 promotional items are: Hand Fans (ENC previously purchased), Pens (ENC previously purchased), Drawstring Backpacks (ENC previously purchased), tumblers, sunglasses and magnets top the items. This year the ENC should purchase a new, logoed, promotional item.  
**Discussion and possible action**
- D. **Pop Up Art Event** – Date has been set for September 21<sup>st</sup> for the event. The ENC approved \$4000 and Councilmember Koretz is giving \$4999. Band selection is underway and subject to availability. There will be a booth for the ENC as well as stage time. Topic of discussion for stage time? Items for booth? Updated brochures?  
**Discussion and possible action.**
- E. **ENC Advertising** – Continued discussions regarding which advertising is best to promote the ENC, including taking out a small ad in local papers, i.e. The Encino Enterprise. We can have a ¼ page for \$350. **Discussion and possible action.**
- F. **Update ENC brochure and Info Cards** – Review draft/proposed updated ENC brochure. **Discussion and possible action.**
- G. **New Friends Homeless Center** – The New Friends Homeless Center feeds homeless and other individuals on Tuesdays and Sundays at the St. Nicholas Church in Encino. In order to gain a better understanding of our homeless population, the ENC’s Outreach Committee members and Homelessness Committee members should plan to volunteer on one of the evenings as a group. Several ENC members have already volunteered serving meals at the church. **MOTION; OUT-19-08-0024:**

6. **Future Outreach Projects/Events:**

- A. Hike in the Santa Monica Mountains with a City, State or Federal Official
- B. Boardmember retreat or BBQ with CD 5 Staff?

## 7. Adjournment by 8:30pm

**Next Outreach Committee meeting: Tuesday, September 3<sup>rd</sup> or Monday September 9<sup>th</sup>, 2019 (TBD).**

The Encino Neighborhood Council (ENC), is a Certified Neighborhood Council of the City of Los Angeles which ADVISES City, other Governmental Officials' and the Community on issues or concerns that are affecting the community of ENCINO. The ENC is made up of volunteers who are ELECTED by the community who live, work or otherwise are involved in the community of ENCINO. The ENC also makes appropriations of City Funds for Community Projects and needs as requested and approved by various committees and the general board. PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a "Speaker Card" 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 per item, unless adjusted by the presiding officer of the Board or Committee.

PUBLIC POSTING OF AGENDAS - ENC agendas are posted for public review as follows: Glass case outside the Encino Chamber of Commerce office at 4933 Balboa Blvd, Encino, Encino-Tarzana Branch Library, and Encino Woman's Club Room [www.encinonc.org](http://www.encinonc.org) You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

THE AMERICAN WITH DISABILITIES ACT - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Alex Garay, Board President, at (818) 971-6996 or email via [president@encinonc.org](mailto:president@encinonc.org)

PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [encinonc.org](http://encinonc.org) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Alex Garay, Board President, at (818) 971-6996 or email via [president@encinonc.org](mailto:president@encinonc.org).

### RECONSIDERATION AND GRIEVANCE PROCESS

For information on the ENC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the ENC Bylaws. The Bylaws are available at our Board meetings and our website <http://www.encinonc.org/bylaws.ph>

### SERVICIOS DE TRADUCCION

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Alex Garay, Presidente de la Mesa Directiva, al [\(818\) 971-6996](tel:8189716996) o por correo electrónico [president@encinonc.org](mailto:president@encinonc.org) para avisar al Concejo Vecinal.