



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 from August 5th 2019

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

Members in attendance: Alex Garay*, Jim Esterle*, Carol Levin*, Varant Majarian*, Oliver Rodriguez*, Jenny Birchfield

Presentation by Lee Blumenfeld

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.

No Public Comment

3. **Approve minutes from July 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/outreach-committee.php>).**

Alex G. moved, Jim E. 2nd – passed 6-0-0

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:**

Presentation by Lee Blumenfeld: A presentation on a possible outreach expense of a kiosk to display ENC agendas and other important information. Suggested location is at the White Oak Post Office, on the sidewalk facing the parking lot. Location is good because it's the busiest post office in Encino and each night a food truck is outside and many people visit the truck. Cost for the kiosk is \$3575.00 plus permits. The kiosk has solar lights.

A discussion began about the location – it may not serve all of Encino and only those that live near the post office.

Jim E: I'm not comfortable with the location

Alex G: Additional concerns about maintenance and who will keep the information relevant.

Conclusion: After discussion, the committee agreed that the idea of a kiosk is good but the location should be discussed by the board and other locations should be examined.

MOTION; OUT-19-08-0023: The ENC's Outreach Committee recommends that the Encino Neighborhood Council support purchasing a kiosk for ENC agendas and other documents. The cost for the Kiosk is \$3575, which includes shipping and installation. Permit costs have not been factored and are not included in the cost. Location will be determined by the board at the next board meeting. Varant moved, Carol 2nds. Passed: 6-0-0

- B. **Encino Family Festival** – Continued Discussion about pet adoption at the Family Festival.

- Item pushed to next Outreach Committee meeting

- 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

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

- **Items discussed are, tumblers, erasers and mugs. Carol L., stated that the mugs are great because they have handles.**
 - **Alex – A sample tumbler was requested, I received a picture of it in the mail letting me know it's on the way, will show it at the next Outreach Committee meeting. In the meantime, I'll email some sites so you can gather some ideas on what's a good item.**
- D. Pop Up Art Event** – Date has been set for September 21st 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.
- Final talks about event will happen at the next Outreach Committee meeting.
- 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.**
- No conclusion on which advertising is better, discussions will continue.
- F. Update ENC brochure and Info Cards** – Review draft/proposed updated ENC brochure. **Discussion and possible action.**
- **Ongoing discussions regarding what information to update, will be finalized by the next meeting.**
- 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: The ENC's Outreach Committee recommends to setup a date, in conjunction with the members of the Homelessness Committee to go to St. Nicholas.**
- **Short discussion about the different types of homeless individuals. All agreed a good idea to go to the Church with the Homelessness Committee members.**
 - **Alex G moved, Jim E. 2nds, passed: 6-0-0.**

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 3rd or Monday September 9th, 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 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

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 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.

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 para avisar al Concejo Vecinal.