



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 the Tuesday, September 3rd, 2019 meeting

Woman’s -Club Room

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

Call to Order – 6:36pm

Roll call – In attendance: Alex Garay, Jim Esterle, Carol Levin, Varant Majarian, Oliver Rodriguez, Gina Corso

Lee B was in attendance but not a voting member.

- Public Comments on Non-Agenda Items:** Public is asked to fill out a speaker card and hand it to the Chair or Secretary. TWO MINUTES (2) per speaker is allotted; total time for all public comment is limited to 10 minutes. Time may be adjusted at Chair’s discretion. Public Comment on Non-Agenda Items will be heard at the onset of the meeting. Public Comment on agenda items will be heard when the respective item is up for consideration.

- There was no public comment

2. **Approve minutes from August 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/docs/34483282-5397.pdf>).**

Alex G. moved, Jim E 2nds, passed: 6-0-0

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

A. Utility Boxes – Update – Alex G.

- Waiting for an update from Chris G (Councilmember Koretz on available funds)

B. Restaurant Tour – Gina Corso/Carol Levin

- Only a few restaurants agreed to participate, going to each restaurant seems like the way to go. This may be too much to accomplish this year, especially with the dog event at the Family Festival

C. Encino Family Festival – Dog Adoption Event – Gina Corso.

Moving along and will happen, waiting on a few more sign ups.

D. Budget for Facebook Ads and Boosting Posts – Alex G.: ENC approved up to \$300

4. **New Business – (80 Min):Next sequential coding for new motions starts at: MOTION; OUT-19-09-0025:**

A. **September 21st Pop Up Art Event at Encino Park** – Discussion and possible action – discuss details about the event, times of the event and if the ENC would like to invite any City, State or Federal Reps to the event. Review flyer if ready.

Joellen from Valley Cultural stopped by to show the flyer for the Arts on the Move event. The flyer was not acceptable and Gina Corso along with other Outreach Committee members suggested additions. A new flyer will be done by the following week.

B. **Encino Family Festival** – Continued Discussion about pet adoption at the Family Festival & ways to attract people to the ENC booth. Preliminary times for booth representation. Family Festival is October 6th from 10am – 4pm. Setup usually starts around 7am.

Booth assignments were discussed, setup will start at 8am:

8am: Alex G., Lee B.

10am – 12pm: Alex G., Carol L.

12pm – 2pm: Jim E., Alex G.

1pm – 3pm: Gina C., Alex G.

Additional volunteers are needed for the breakdown of the booth and throughout the day. The ENC will be polled for assistance.

C. **2019 Valley Disaster Preparedness Fair** – The ENC’s Public Safety Committee has not been able to meet and once again there may not be any ENC representation at the event. The ENC has a space for a booth but we need to have people available to man the booth. The event is on October 12th, from 9am – 1:30pm.

Discussion about booth assignment and how the Public Safety Committee should handle the booth.

Alex G: will set up in the morning with some items.

Gina C: 9am – 11:30am

Additional volunteers are needed to man the booths and breakdown the booth and return the items to the ENC office.

D. 2019 Promotional Items – Discussion and possible action – Continue reviewing innovative and different promotional items. Key point – give what people usually do not buy.

Discussion on possible items:

- Jumbo Erasers with the ENC logo or website: 650 erasers from 4imprint come to \$474.06
- Jar Opener Flower Shape with ENC logo or website: 500 openers from 4imprint come to \$487.26
- Power Clip magnet with ENC logo or website: 250 clips from Marco Promos come to \$302.74

Total amount of all items: \$1264.06

An item was deferred to the next meeting to check the size of the item.

MOTION; OUT-19-9-0025: The ENC's Outreach Committee request that the Encino Neighborhood Council support the purchase of 650 jumbo erasers, with the ENC's logo or website, from 4imprint and authorize up to \$480 for the purchase.

MOTION; OUT-19-9-0026: The ENC's Outreach Committee request that the Encino Neighborhood Council support the purchase of 500 flower shaped jar openers, with the ENC's logo or website, from 4imprint and authorize up to \$490 for the purchase.

MOTION; OUT-19-09-0027: The ENC's Outreach Committee requests that the Encino Neighborhood Council support the purchase of 250 power clip magnets with the ENC's logo or website from Marcos Promotions and authorize up to \$315 for the purchase.

Carol L. moved, Gina C. 2nds. **Passed: 6-0-0.**

E. Building ENC Committees – Discussion and possible action – The ENC has a few committees that are in need of assistance in building. The Public Safety Committee has a Chair but no members. The Education Committee does not have a Chair nor does the Government Committee. The Government Committee should be an asset to the ENC in reviewing and identifying new council files while sharing the information with the community. Discussion on combining the Government Committee and Outreach Committee & how to build the ENC's committees.

Many council files are coming out that are not being addressed by the ENC and the Government Committee has been without a Chair since created. Outreach can review and recommend which committees should review the new LA City Council Files.

F. Update ENC brochure and Info Cards – Review draft/proposed updated ENC brochure. **Discussion and possible action.**

There are minor changes that need to be made to the tri-fold. Alex G will work on them before the next Outreach Committee meeting. The post card needs to be updated as the info on it is too old. New draft card will be shown at the next Outreach Committee meeting.

G. ENC Kiosk – At the ENC’s August 28th General Board meeting, the purchase of a kiosk was approved. The location nor additional costs have been determined. **Discussion and possible action** on a location for the kiosk.

Discussion about potential locations so that more Encino residents can view the items in the kiosk. Three possible locations that need further evaluation were identified:

- The playground area at Encino/Genesta Park
- The playground area at Balboa Park
- The Off-leash dog park on White Oak and Victory (may have existing kiosks that we can put agendas).

5. Future Outreach Projects/Events:

A. Holiday Toy Drive with Fire Station 83

6. Adjournment by 8:30pm – meeting adjourned at 8:40pm

Next Outreach Committee meeting: Tuesday, October 1st (Before the Encino Family Festival).

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.