



ENCINO NEIGHBORHOOD COUNCIL

President: Alex Garay **Vice President:** Victoria Miller **Secretary:** Kari Purcell
Treasurer: Patricia Bates **Sergeant at Arms:** Lee Blumenfeld

OUTREACH COMMITTEE MEETING MINUTES

Monday, December 2nd, 2019 @ 6:30pm

**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, Nick Greitzer

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

Call to Order. Roll call.

- **Meeting called to order at 6:32pm. In attendance: Alex G, Jim E., Carol L, Varant M, Oliver R., Jenny B., Nick G & Lee B. Lee B cannot vote as 5 board members were in attendance.**

1. **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

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

Page 1 of 3

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.

- **No members from the public attended – public comment period was closed by Alex G.**

2. **Approve minutes from November 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/docs/34483285-5457.pdf>)**

- **Alex G moved to approve, Varant M 2nd., passed: 6-0-0**

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

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

- A. Utility Boxes – Update – Alex G. – **Still a work in progress with Chris Givens from CD5. Lee B commented that there are some beautiful boxes at Coldwater and Mulholland and Beverly Glen & Mulholland.**
- B. Encino Community Center – Alex G. – **The CC is nearly complete, they are waiting to repave the parking lot which should have been completed but there was an issue with the contract. The January 2020 General Board meeting should be in the community center.**
- C. 2020 Eco Festival – **deferred to next meeting**
- D. ENC Info Booklet – **deferred to next meeting**

4. **New Business – (80 Min):Next sequential coding for new motions starts at: MOTION; OUT-19-11-0030:**

A. **FEMA Items** – Review of the items received from FEMA to distribute.

- **The items received from FEMA were reviewed – all agreed that these are valuable to the community. A brief conversation regarding evacuation plans ensued. At this moment Encino does not have an evac plan in the event of a fire or disaster. Most people do not know where to go. This should be a priority for our Public Safety Rep and the committee should start again. Otherwise Outreach will have to step up and work with LAFD on an evac plan.**

B. **Holiday Toy Drive with Fire Station 83** – The Encino Community Center (ECC) is already having a toy drive. Review current flyer and discuss future coordinated events with the ECC.

- **Alex G., Apparently the Community Center is already having a toy drive and the toys are going to Fire Station 83. They have a flyer with no info on it and it's only noted in their mailer of winter classes and there was a mention in the Encino Enterprise. Outreach will work on upgrading the flyer and distribute using the ENC's social media. Would have been good to know in advance, the CC needs to communicate these events with the ENC.**

C. **2020 Outreach Committee Meeting Dates** – Discuss and approve the 2020 meeting dates for the ENC's Outreach Committee meetings: 1/6, 2/3, 3/2, 4/6, 5/4, 6/1, 7/6, 8/3, 9/7, 10/5, 11/2 & 12/7. **MOTION; OUT 19-12-0030:** The ENC's Outreach Committee approves the dates listed for the 2020 Outreach Committee meetings.

- **We had a brief discussion about the dates and changed September to the 8th due to the holiday. Jim E. moved, Carol L. 2nd – passed: 6-0-0**

D. ENC Video – Review of the Westside NC video introducing the NC to the community:

<https://www.youtube.com/watch?v=jrJdq07JC-k&feature=youtu.be> The ENC should be able to come up with a similar style video, not too serious, incorporate fun, the NC's accomplishments (images), events we put on, etc...

- **All agreed that the ENC should have a video and that our video should also be light, humorous but a little more informative than the one watched. Questions arose as to expenses for the video. It's possible that there are ENC board members and/or committee members that have the equipment and ability to edit the video. Using a drone was suggested to get shots of Encino.**
- **The Outreach committee will continue to explore doing a video in house and will continue discussions early in 2020.**
- **Using Encino residents may be a good option, i.e., quick shots at Starbucks, NORMS and other local places of residents saying they love the ENC.**

E. A better ENC – Discussion on how the ENC can better serve the Encino community in 2020, i.e: Area Rep meetings, Business Rep meetings, etc...

- **Alex G., Our Area reps should be holding meetings in their respective areas, whether at their home, home of a local neighbor or in the community center to address specific concerns in their areas. The ENC can allocate a budget for refreshments for the area meetings. Rather than each general board meeting only discussing broad City policy or developments, we should also focus on area concerns, if any. Meeting can be help quarterly and will most likely start small until word gets out. The Outreach Committee can assist with adverts, mailings and social media posts. Our residents are just finding out about the ENC, they should also know that there are 7 areas in Encino, each with a dedicated rep. The question is what to do with the other ENC reps that are not area reps? We have 2 business, 2 At-Large, Religious, Planning and Land Use, Public Safety & a Volunteer Rep. Those positions may not constitute independent meetings. PLU has monthly meetings but are only discussing issues usually brought forth to the PLU. Should they hold at least one meeting, open to everyone to discuss planning and land use concerns in Encino? Ultimately this will go to the Exec Committee for further evaluation but Outreach will play an important role in the advertising the meetings.**

5. Future Outreach Projects/Events:

- A. 2019-2020 Evacuation Plan – The ENC will work with Fire Station 83 and CD5 to develop an evacuation plan for Encino.**
- B. Review suggestions for the updated ENC brochures and handouts**

6. Adjournment by 8:30pm

- **Adjourned at 8:25pm**

Next Outreach Committee meeting: Monday, January 6th 2020