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**NOTICE AND AGENDA
 ENCINO NEIGHBORHOOD COUNCIL
 OUTREACH COMMITTEE MEETING**

AGENDA

Monday, October 3rd, 2022 @ 6:30pm

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87050942391>

Or One tap mobile :

US: +16699006833,,87050942391# or +13462487799,,87050942391#

Or Telephone: Dial(for higher quality, dial a number based on your current location): US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free) or 833 548 0276 (Toll Free) Webinar ID: 870 5094 2391 International numbers available: <https://us02web.zoom.us/j/87050942391>

Zoom Webinars are recorded

IN CONFORMITY WITH THE SEPTEMBER 16, 2021 ENACTMENT OF CALIFORNIA ASSEMBLY BILL 361 (RIVAS) AND DUE TO CONCERNS OVER COVID-19, THE ENCINO NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ENTIRELY WITH A CALL-IN OPTION OR INTERNET-BASED SERVICE OPTION

Public Comment: Public Comments on Non-Agenda Items is limited to TWO MINUTES (2) per speaker. Time may be adjusted at the Chair’s discretion. Public calling in, please press *9 on your phone to raise your hand to speak. For those that are using the Zoom Webinar please use the raise your hand feature to speak. Public comment on agenda items will be heard when the item is up for discussion. Public comment on agenda items is limited to 1 minutes per agenda item. Comments from the public on agenda items will be heard only when the respective item is being considered. Time may be adjusted at the Chair’s discretion.

AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council’s control, the meeting must be recessed or adjourned.

Voting Members: Alex Garay*, Mike Silva*, Heather Michaels*, Pat Bates*, Alex Ventura*

Stakeholders: Jenny Birchfield

Alternate Committee Members: Lee Blumenfeld*, Shani Hudson

* 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

1. **Call to Order. Start recording. Roll call. determination of quorum.**
2. **Public Comment on Non-Agenda Items** – Public Comments on Non-Agenda Items is limited to TWO MINUTES (2) per speaker. Time may be adjusted at the Chair’s discretion. Public calling in, please press *9 on your phone to raise your hand to speak. For those that are using the Zoom Webinar please use the raise your hand feature to speak.
3. **Reports from Public Officials/Departments/Community Agencies**
4. **New Business – Motion, Discussion and Votes may be taken on all items:**
 - A. **Election Bus Bench Adverts** – The board approved funds for up to 6 bus bench adverts to promote our elections. You can view the initial design here: [ELECTION BUS BENCH ADVERT](#). Please note, the QR codes are samples only, the correct codes will be placed prior to production. **Discussion and possible MOTION: The ENC’s Outreach Committee recommends the board support the Election Bus Bench Advert design and move forward with the approved purchase and installment.**
 - B. **USPS Every Door Direct** – the ENC utilized this service for the last election. The flyers were sent to inform residents that an election was coming up with directions on how to be a candidate, request a ballot and voting information. The mailer previously sent may be viewed here: [ELECTION POSTCARD](#). The result was an increase in the amount of candidates yet voter participation was low. In the 91316 zip, 12,226 mail pieces would be sent at a cost of \$2,286.26. In the 91436 zip, 7,427 mail pieces would be sent at a cost of \$1,388.85 If two mailings are conducted, one to generate interest in being a candidate, followed by a 2nd mailing with information on how to vote (in person and mail), the expectation is an increase in voter participation. The total cost to conduct 2 mailings comes to \$7,350.00. We need a total of **40,000** mail pieces - the cost cannot exceed \$2000 for printing. If this can be achieved, the total cost would to print and mail 2 sets of election flyers is \$9,350, leaving \$650 for additional outreach efforts. The cost to print 40K pieces may prevent 2 mailings, where are our efforts best utilized; recruiting candidates or getting the word out to vote in the election? **Discussion and possible action.**
 - C. **Banner at Encino Little League** – \$1,000 for one 4’ x 8’ Banner to hang on an ELL field and a logo in the sponsor section of the ELL website. Artwork would be simple, our logo, ENC, www.encinonc.org and the city seal. We could also tie in the election, see sample banner here: [ELL ENC BANNER](#). **Possible Motion: The ENC’s outreach Committee requests that the board approve up to \$1200 for an 8’ x 4’ banner to hang at a Encino Little League (ELL) field and a logo in the sponsor section of their website.**
 - D. **Election Timeline** – To help streamline election outreach, should we create a timeline of where we will direct our efforts based on critical election dates. To view our region’s timeline, please visit: [ELECTION TIMELINE](#). **We can target different avenues to get the word out, print, social media, news, radio and others. Discussion and possible action.**
 - E. **ENC Flash Drives** – Portable flash drives are a great tool to store important information and can be easily placed in a to go bag for an emergency. In addition to being a new give-a-way item at events (especially public safety events), we can pre-load them with NC election information, how to be a candidate, how to request a ballot and

hand them out at any upcoming events. You can see a sample here, [USB FLASH DRIVE](#). Following are two quantity and price considerations; 150 4GB drives from 4Imprint, with the ENC name and website, comes to \$809.20 delivered (\$699 drives, \$30 setup, 10.94 shipping, \$69.26 tax). If this is the desired amount, consider requesting up to \$875 to cover inflated shipping charges. For 200 4GB drives, from 4Imprint, with the ENC name and website, it comes to \$1047.18 delivered (\$916 drives, \$30 setup, \$11.31 shipping, and \$89.87 tax). If this is the desired quantity, consider increasing the request to \$1100 just in case. **Possible motion: The ENC's Outreach Committee recommends that the ENC Board approve the purchase of _____ 4GB Logo'd flash drives from 4Imprint and further requests up to _____ to cover the costs. Discussion and possible action.**

F. Outreach Event – Should we consider hosting an outdoor event, at Encino Park, the Community Center, Balboa Park or other Encino venue to promote the ENC's elections, with an expense up to \$250 (per event) for refreshments? We could potentially host multiple, one to generate candidate interest and one to help residents request a ballot. **Discussion and possible action**

G. Pet Adoption Event – Before Covid the ENC attended an event at Fire Station 83, hosted by our Councilmember at the time that was well attended and appreciated. Recently the Commander mentioned that we should have another event at the station with CD4 and our new Councilmember, should we take the initiative and start the ball rolling with CD4. **Explore dates during Discussion and possible action.**

H. Add NC Election Video to the ENC website – Should we add the following video to the ENC's home page and keep it right at the top until the election is over. To see the video, click here: [ELECTION VIDEO](#). Discussion and possible action.

5. Board Member Comment on Non-Agenda Items

Adjournment

- Next Outreach Committee Meeting: November 5th, 2022 (Location 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 – 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 on agenda items is limited to 1 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 digitally at www.encinonc.org You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at: [Early Notification System \(ENS\)](#)

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, assisted listening devices, or 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 by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.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 Pat Bates, Board President, at (747) 282-0450 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 <https://www.encinonc.org/ncfiles/viewPageFile/3541>

SERVICIOS DE TRADUCCIÓN – Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Pat Bates, Presidente de la Mesa Directiva, al (747) 282-0450 o por correo electrónico president@encinonc.org para avisar al Concejo Vecinal.

NOTICE TO PAID REPRESENTATIVES – If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org