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## **ENCINO NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING**

**Monday, March 13, 2017 @ 6:30pm**

**Encino Women's Club Kitchen  
4924 Paso Robles Ave. Encino, CA, 91316**

**Voting Members – ENC Members:**

**Alex Garay (Co-Chair)\*, Jim Esterle (Co-Chair)\*, Carol Levin\*, \* Laura Shovlowsky\*, Debra George\***

**Voting Members – Stakeholders:**

**Gail Reysa**

**Alternate Committee Members:**

**Victoria Miller\*, Henry Eshelman\***

\* 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; determination of quorum.**
2. **Approve minutes from February Outreach Committee meeting.**
3. **Senior Symposium:**
  - A. Review items for Senior Symposium booth:
    - I. Two Sample light up business card pocket magnifiers to select from. Possible vendors are: 4imprint & quality logo products. Quality Logo quote is \$261.04 for 150 with our logo on them.
    - II. Update ENC flyers – need quote for flyers.
    - III. Assign representation for booth.

4. **Monthly Newsletter via Constant Contact:**

- A. Monthly Newsletter via Constant Contact: Explore ideas and what content should be on the monthly newsletter; voted items from ENC meeting, resident of the month, business of the month, etc....

5. **\$1400 set aside for printing Outreach Materials:**

- A. Discuss what promotional ENC items to print: flyers, posters, etc....
- B. Flyers for restaurant/business windows – “WE SUPPORT THE ENCINO NEIGHBORHOOD COUNCIL”

6. **Bus Bench Advertising:** The OK has been received by Vicki Curry from the Mayor’s office for 8-10 benches along Ventura Blvd beginning about June 15<sup>th</sup> 2017.. Next step is to have art approved before sending to Martin Media for printing. Martin Media needs art 3 weeks before install date. Will run for about 1 month.

- A. Via Martin Outdoor Marketing 6-9 prints \$75, 10+ prints \$60.
- B. Possible ads on benches.

7. **Farmer’s Market Booth:** Would the Outreach Committee and ENC like to participate in the Encino Farmer’s Market to reach residents. Booth fee is \$100.

8. **Movie at the Park:** Select date in July – July 22<sup>nd</sup> is a Saturday right before our ENC meeting. Outreach Committee to commit to promoting the Movie at the Park.

9. **Utility Box Painting: DCA can pay artists directly. Councilman needs to know cost so it can be approved.**

- A. Outline for project
- B. ENC’s possible expenses.
- C. Media coverage.

10. **America’s Healthy Kids** – Would the Outreach Committee/ENC like to partner up with the Lake Balboa NC to co-host an event for kids to participate in a “Spartan” type race? Cost for event is \$2500 for basic setup + \$500 for 10K flyers with our logo. Lake Balboa NC would like to co-sponsor, ENC cost is \$1500. Request up to \$2500 (might need porta potties). LBNC forecasts 300 people. Might want to give participation medals. Quote for 350 “SUPER KIDS” medals is \$623.00. Looking at June 17<sup>th</sup> as a possible date.

11. **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.

12. **Adjournment by 8:00pm**

**Next Outreach Committee meeting: 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 Community Center [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 Debra George, Board President, at (818) 971-6996 or email via [enc@socal.rr.com](mailto:enc@socal.rr.com)

**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 Debra George, Board President, at (818) 971-6996 or email via [enc@socal.rr.com](mailto:enc@socal.rr.com).

#### 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 Debra George, Presidente de la Mesa Directiva, al [\(818\) 971-6996](tel:8189716996) o por correo electrónico [enc@socal.rr.com](mailto:enc@socal.rr.com) para avisar al Concejo Vecinal.