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ENCINO NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING

Monday, July 2nd, 2018 @ 6:30pm

**Woman's Club Room – Kitchen
4935 Balboa Blvd. Encino, CA, 91316**

Voting Members – ENC Members:

Alex Garay (Chair)*, Jim Esterle*, Carol Levin*, Miriam Davis*,

Voting Members – Stakeholders:

Gail Reysa

Alternate Committee Members:

Victoria Miller*, 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

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

1. **Call to Order. Roll call; determination of quorum.**
2. **Approve minutes from April 2018 Outreach Committee meeting.**
3. **Old Business (10 min):**
 - A. Utility Boxes – Update – Gail R.
 - B. Neighborhood Council Workshop for Board Members – Update – Jim E.
 - C. Movie at the Park – July 19th
4. **New Business (60 Min):**
 - A. **Newsletter** – Nextdoor is the preferred method to reach out to the residents of Encino, however we are limited to those that have signed up. We should create a newsletter, first run will be an actual printed version asking if they prefer a digital copy or a printed one. We presume that most will opt for the digital, which will make good use of Constant Contact. Each month the newsletter may include ENC activities from committees, accomplishments, resident of the month or business of the month. Partner with the Chamber and request local businesses to offer discounts to Encino residents from a coupon included in the newsletter. Cost to be determined.

B. **Table Cover** – The ENC does not have a table cover for events with our logo, other NC’s all have table covers, reference supporting document ENC Table Cover Order.

Motion: The Outreach Committee requests up to \$325 for a table cover to use at events, vendor is Vista Print.

C. **Media Contact** – With the advent of social media, our residents are able to reach out to City Officials to get their needs taken care of without the intervention of the ENC. The ENC should stay visible in front of the public and using media outlets to promote our events, showcase our accomplishment and other ENC activities. Local news channels should always be made aware of ENC activities.

D. **ENC** – In addition to staying before the public eye we should explore ways to engage our residents. We simply cannot say that we are the go to for information to be conveyed to City Officials. What other ways can we, in addition to the newsletter and using media can we be more visible?

E. **Nextdoor Poll** – Crime once again is at the forefront of our residents minds. Although crime has decreased over the years, it seems much more apparent because people are viewing crimes in close areas on social media making it seem as if there is a rise in crime. Before social media we would get information via word of mouth, not the case any longer. The ENC should adhere to the concerns of our residents.

F. **2018/2019 Swag Items** – At events the ENC has received praise for the swag items we have. Although the ENC bags were a great give-a-way, they are being used by too many. A popular item is a light weight backpack with draw strings. Usually inexpensive, can be customized and might be a good new item for events. In addition, what other items would be good...think Encino Family Festival.

5. **Future Outreach Projects/Events:**

A. Update/Revise the 2015 Outreach Committee Strategic Plan

6. **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.

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

Next Outreach Committee meeting: August 6th.

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.