



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

Monday, February 4th, 2019 @ 6:30pm

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

Voting Members – ENC Members:

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

Voting Members – Stakeholders:

Gail Reysa, Gina Corso

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

Alex, Carol, Varant and Gina were in attendance.

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

1. Call to Order. Roll call.

2. 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.

3. Approve minutes from January 2019 Outreach Committee meeting.

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

4. **Old Business (10 min):**

- A. Utility Boxes – Update – Gail R. – Postponed until new fiscal year
- B. Neighborhood Council Workshop for Board Members – Update – Jim E.
- C. Forum on Crime – Alex G.
- D. Restaurant Tour – Alex G. – Gina and Carol stepped up to take the lead.

5. **New Business (60 Min):**

- A. **1K Dog Walk** – Encino residents love their dogs! Would the Outreach Committee like to look into hosting a Fun/Friendly 1K Dog Walk in conjunction with a pet adoption day? A great way to bring out residents, make new friends and take home a new friend. Pet adoption organizations would be invited as well as local pet stores and other pet related vendors. **MOTION; OUT-19-02-0015:** The ENC Outreach Committee recommends beginning to explore the costs and permits needed to have a 1K Friendly Dog Walk and Pet Adoption Day and requests support from the Encino Neighborhood Council.
 - Tabled until next ENC Outreach Committee meeting.
- B. **Clean Up Encino Day** – On March 2nd, there will be a Clean Up Encino Day. Last year the Chamber was approached by a high school student with the idea to have a yearly Clean Up Encino Day. The ENC voted on having one monthly with the success of last years. We should plan on having this be the start of a monthly clean up in Encino. Although there's no financial commitment to the ENC, we should help spread the word and get people to come out and participate. Spectrum News should be one of the news channels covering the day.
 - Requested ENC Outreach participation. Gina agreed to attend the cleanup.
- C. **POP UP Art Event at the Park** – Follow up discussion on the POP UP Art Event at Encino Park. **MOTION; OUT-19-02-0016:** The ENC Outreach Committee recommends having a POP UP Art event at Encino/Genesta Park. NPG to follow.
 - Tabled until NPG is received
- D. **You Tube Channel:** Social Media has changed the way we communicate and share information. An inexpensive way to have our info sent out would be with a YouTube Channel. We can stream our meetings, send out quick videos of important info, share local stories and it might be useful with the elections so that candidates can upload campaign videos. **MOTION; OUT – 19-02-0017:** The ENC's Outreach Committee recommends to the ENC to create and maintain a YouTube Channel.
 - Further discussion is needed. The ENC may already have a YouTube Channel.
- E. **Election Video** – Although it might be too late for this election, the Outreach Committee might want to explore having an election video – something that promotes Encino and shown to prospective candidates before the candidate filing window opens and before it ends. The video can also highlight Encino. **MOTION; OUT-19-02-0018:** The ENC's Outreach Committee recommends putting together a video for elections and future use.
 - Deferred to the election committee to discuss for next election.
- F. **Election “Meet the Candidates” – Discussion and possible action:** After the candidate filing period ends, should

the 2019 ENC Candidates be invited to the April ENC General Board meeting so they can introduce themselves and say a little something about why they are running? **MOTION; OUT-19-02-0017:** The ENC's Outreach Committee recommends inviting all 2019 ENC Candidates to the April 24th ENC General Board Meeting to introduce themselves and share why they are running.

- The Outreach Committee was in agreement to host a candidate forum. Passed: 4-0-0.

6. Future Outreach Projects/Events:

- A. Inventory of Outreach Items
- B. Encino Clean Up Day – March 2nd 2019
- C. Movie at the Park – July 2019

7. Adjournment by 8:00pm

Next Outreach Committee meeting: March 4th, 2019.