



**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**

**Tuesday, October 7<sup>st</sup>, 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.**

**- In attendance: Alex Garay, Jim Esterle, Carol Levin, Varant Majarian, Oliver Rodriguez, Jenny Birchfield & Nick Greitzer. A quorum was determined and the meeting was called to order at 6:34pm**

- 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 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 public comment**

2. **Approve minutes from September 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/docs/34483283-5420.pdf>)**

- **Alex G. moved to approve minutes, Varant M. 2<sup>nd</sup> – passed: 7-0-0**

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

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

A. Utility Boxes – Update – Alex G.

- **Alex will continue to work with Chirs G. from Councilmember Koretz’s office on obtaining the funds and getting the project started.**

B. Kiosk Location – Lee B.

- **Lee B. was not in attendance and no location was discussed. Purchase on hold until a location can be voted on by Outreach first then the full board.**

C. Recap Arts on the Move event – Alex G

- **Varant commented that the event seemed to be very successful with about 160 people in attendance.**

- **Carol thought the event was poorly attended, costing both the ENC and Councilmember too much money.**

- **Nick thought it was a good idea to get the community out for a fun event, however the layout of the booths and stage made the event seem smaller than it was.**

- **Alex commented that a breakdown of costs is needed. The permit for the park was waived by RAP and the Councilmember is not inclined to contribute to a future event. The ENC cannot support this type of an event without the support of the Councilmember. Future events need to be considered to bring the community together – possible suggestion is an Eco Festival (to be discussed later).**

D. Recap Encino Family Festival – Alex G

- **Varant commented that the event did not attract as many people as the previous year and that the layout of the event is too large. The ECC should consider condensing the event.**

- **Jim commented that the event seemed to be about the same as last year. Many people stopped at the ENC booth with the hot topics: mosquito bites and homeless.**

- **Alex commented that the event seemed a little less attended but could be to the layout of the booths. This year Councilmember Koretz and Assemblymember Gabriel attended the event, stopped by the ENC booth and chatted with us and constituents. Controller Galperin stopped at the ENC booth as well. The ENC should continue to support the Encino Family Festival as it’s in the heart of Encino and with support from City and State Officials, the ENC should always participate. We had many people stop at our booth to voice their concerns in the community. The top swag items that drew the most attention this year: erasers and jar openers**

4. **New Business – (80 Min):Next sequential coding for new motions starts at: MOTION; OUT-19-10-0028:**

A. **Nick Greitzer** – Introduction to Nick Greitzer – interested in joining the Outreach Committee.

- **Nick introduced himself to the committee and mentioned his background and current project. Nick was welcomed to the Outreach Committee as a new member.**

- B. Holiday Toy Drive with Fire Station 83** – Discussion and possible action – Advertising is the key to getting the word out, how do we successfully market this toy drive? Invite local news, print...
- **Alex will speak with the Captain and Commander at Fire Station 83 to see if they're interested in having bins for a holiday toy drive or if it would be better to designate specific dates to come by and drop off items. Local media is a must to make it successful.**
- C. Review suggestions for the updated ENC brochures and handouts** – Discussion and possible action of revisions for the ENC brochures and handouts.
- **Alex did not complete the changes on the template. This will be done by the next meeting so new brochures can be ordered.**
- D. 2019 Valley Disaster Preparedness Fair** – Discussion about having a booth, last report is that very few people from Encino have signed up.
- **Carol commented that the event is too far for Encino residents to go to and that one should be done in Encino**
  - **Alex mentioned that at the last ENC General Board meeting, Glenn B. stated that there have been very few sign ups from Encino residents and that we can have a booth if needed. However, with the low number of Encino residents registering for the event, the ENC should hold off on having a booth and work on getting the Public Safety Committee up and going. We need to make sure that our residents know what to do in the event of an emergency and have an evacuation plan in the event of a hillside fire or other natural disaster.**
  - **Jim asked what's in the kits they give away**
  - **The Outreach committee will look into working on a local disaster fair/event once the Community Center's renovations are completed.**
  - **Alex will follow up with Chris G from Councilmember Koretz's office on an evacuation plan for the hillside in the event of a fire or other natural disaster.**
- E. Update all Social Media accounts** – All ENC social media accounts should contain a blurb stating that a “like”, “share” or any other acknowledgement of a social media post, is not an endorsement of the ENC.
- **Oliver commented – likes may be considered endorsements but not retweets.**
  - **Nick commented – I look at it the other way**
  - **Alex commented – One of the goals of the ENC is to get people involved...we tell people, if you don't like something or want to make a change, to get involved, whether it's with the ENC or running for office. Now when we like someone running, people are thinking it's an endorsement, which it's not. An endorsement is a formal, written statement, otherwise it's an opinion.**
  - **A conversation ensued – at the end of the conversation, it was apparent that there are many different opinions on this subject without any formal written indication as to what they could mean. Many thought that having a disclaimer does no good because people do not look at it. One comment was: “if Trump tweets, be careful Encino there's a Fire Danger” and the ENC retweets it, it does not mean we endorse Trump but we are simply distributing important information. A consensus could not be arrived on whether a like or retweet is an endorsement. It boils down to an opinion. The ENC will be vigilant with our social media accounts until a**

**credible organization places a rule in effect stating otherwise.**

**F. 2019-2020 Promotional Item** – One promotional item discussed at the September 3<sup>rd</sup> Outreach Committee meeting needed further examination to determine the size of the item.

- **Alex forgot to bring the updated information and will be discussed at the next Outreach Committee meeting.**
- **One item that the ENC office is low on are pens, which will be added to the next Outreach Committee meeting.**

**G. ENC Banner:** The ENC supported paying for water barricades for the Encino Family Festival – the Chamber was willing to place our banner on the barricades to show the ENC sponsored them, however the ENC does not have a banner. Discussion and possible action – should the ENC purchase a banner (similar to our existing table cover) to place at events?

- **Alex commented, the Chamber asked if we had a banner to place over the water barricades that the ENC paid a portion of. The ENC does not have a banner. Should we consider purchasing a banner for future events.**
- **Jim commented, we have a banner where we can change the text for new events. They're not very expensive. We should have a banner.**
- **Let's look for a 10' x 5' banner**
- **A good banner store is: City Signs in North Hollywood.**
- **Alex commented, how's this for a motion: MOTION; OUT-19-10-0028: The ENC's Outreach Committee requests that the Encino Neighborhood Council support purchasing a banner from City Signs in North Hollywood, CA and approve a cost up to \$300 for the purchase. Oliver moved, Jim 2<sup>nd</sup>. Passed: 7-0-0**
- **AG – Before we move on to the council files, there are a couple of documents following the agenda to review. One is a festival that San Pedro is putting on and may be something the ENC should consider. It's the 3<sup>rd</sup> annual San Pedro ECOFEST. This is something that the residents of Encino may like if we can put one on similar. There are speakers on gardening (smart workshop), coyotes in our mist, story time and raising monarch butterflies.**
- **JE – We could have a speaker on drought tolerant plants and succulents, the coyotes are of interest in Encino and we can fill two other speakers with something more relevant to Encino...water capture, etc..., we haven't put on something to do with the environment and should consider this.**
- **This would be good for a Spring event**
- **Agreed, we will start looking into how the Outreach Committee can put on this type of an event.**
- **Assemblymember Gabriel is having a dog adoption event in Encino, at the off leash dog park, we should help in spreading the word since it's being held in Encino.**

**H. LA City Council Files** – Review the latest LA City Council Files. Discussion and possible action on which committees should provide recommendations to the Encino Neighborhood Council.

- **CF 19-0002-S164 Homeowners Insurance/California Fair Access to Insurance Requirements (FAIR)/Wildfire Areas/State Fire Insurance Entity – this is an important file that the ENC should weigh in on with a CIS. This should go to the Public Safety Committee but they’re struggling getting members. Perhaps the Planning and Land Use Committee can weigh in on this. Will be sent to Planning and Land Use for their recommendation for a CIS.**
- **CF 19-1090 Families Experiencing Homelessness/Motels/Consistent Services – deferred to the Homelessness Committee for a recommendation for a CIS**
- **CF 19-1087 Elderly Homeless Population/senior Homelessness/Preserving Our Diversity/ Pilot Program – deferred to the Homelessness Committee for a recommendation for a CIS**
- **CF 19-1075 Mobile Hygiene Services/Overtime Funding/Comprehensive Cleaning and Rapid Engagement Program/Clean Streets LA/Homeless Outreach and Proactive Engagement (HOPE) – deferred to the Homelessness Committee for a recommendation for a CIS**
- **CF 19-0002-S170 California Clean Air Act Waiver/Revocation/Fuel Emission Standards/Greenhouse Gas Emission – requesting that the City of LA include in its 2019-2020 Federal Legislative Program OPPOSITION to any Federal executive or regulatory action that revokes California’s Clean Air Act waiver. Deferred to Parks & Environment Committee for a recommendation for a CIS.**

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

- A. **Harvest Festival 2020 – for Halloween 2020 a festival at the park or community center to bring out the new families in Encino. This will be added as an action item to the next agenda.**

6. **Adjournment: 8:07pm**

**Next Outreach Committee meeting: ~~Tuesday~~, November 4<sup>th</sup>**

- **Correction on next meeting date – MONDAY, November 4th**

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.

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#### **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](mailto:president@encinonc.org) para avisar al Concejo Vecinal.