



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, November 4th, 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. Meeting called to order at 6:32pm

- Quorum met, in attendance: Alex Garay, Carol Levin, Varant Majarian, Gina Corso, Jenny Birchfield, Nick Greitzer & Lee Blumenfeld.

- 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, public comment period closed.**

2. **Approve minutes from October 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/docs/34483284-5440.pdf> -**

- **Minutes were reviewed. Alex moved, Varant 2nd – 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 Chris G. on the utility boxes. The CM has identified funds and the project is on the wish list to be completed before the end of the year for Encino.**

B. Encino Community Center – Alex G.

- **No update has been provided on the completion date. The ECC is a valuable resource to the community and needs to be completed. It also serves as one of the evacuation centers for Encino in the event of a disaster. Alex will continue to pressure the CM's office to have the renovations completed.**

4. **New Business – (80 Min):Next sequential coding for new motions starts at: MOTION; OUT-19-11-0029:**

A. **ENC Pens** – The ENC is low on pens. 4imprint has metal pens with a stylus, 750 pens with our website and/or name on them for \$495.11.

- **A sample of the pen was provided. A new design with a stylus at the end so it can be used on phones or other electronic devices. A discussion took place, with questions from the committee members. One question asked was the cost for the previous pens, which was about the same.**

- **MOTION; OUT-19-11-0029: The ENC's Outreach Committee is requesting up to \$500 to purchase 750 pens with the ENC's info (website and name) printed on the pens from 4imprint. Carol L. moved, Gina C. 2nd. Passed: 7-0-0**

B. **Holiday Toy Drive with Fire Station 83** – Discussion with Councilmember Koretz about a combined effort for publicity.

- **Alex shared that Station 83 has a new Captain, Stacy G. A discussion about timing was had as well as the types of gifts. All direction should come from the Captain. Alex will work with the CM's office to coordinate the drive and look for a date that the CM can attend for a little. Media would be good.**

C. **2020 Encino ECO Festival** – Begin planning. Decide on name and type of event. Types of discussions/informative sessions (relevant to Encino), location for the event (Encino Park, Balboa Park, ECC if done, Woodley Park), City, State & Federal dignitaries (invites), vendor booths (pay to sell and free booths; makes a difference in permits), local participation (sponsorships) and how the ENC can accept sponsorships from vendors. Different types of speakers (limit to 3-4) and select topics: coyotes/wildlife, smart planting/drought tolerant plants, etc....

- **Types of booths and speakers continue to be discussed by the committee as well as the location. Ideally, the Community Center could be used once done or Encino Park. The event needs to be condensed to a few hours only with no more than 3 speakers. Hot topic continues to be drought tolerant plants. Discussion will continue at the next meeting.**
- D. 2019-2020 ENC Emergency Preparedness Handouts** – Documents have been requested from FEMA and they are sending what they have in stock. We have links & PDF files of valuable information that we can put together in a “Emergency Preparedness Handbook” for our constituents.
- **FEMA is sending materials that the ENC can hand out at events. Furthermore the ENC should prepare booklets or other materials to distribute based on the information being sent. One has already been put together. Once the remaining information is obtained from FEMA (should arrive by 11/11/19) it can be reviewed at the next Outreach Committee meeting. The ENC needs to step up with respects to Public Safety.**
 - **Suggestions on having the ENC put together a pack to distribute – cost is a factor.**
- E. 2019-2020 ENC Info Book** – After the last large meeting, several people did not understand the composition of the board; roles of the Area reps, appointed seats and roles and the various roles of the other seats. It’s been suggested to have a handout identifying each board member and the different roles that the members play. Thoughts on creating a handout?
- **At the last ENC’s General Board meeting, several people from other communities attended. Alex has been dealing with many people that attended the meeting. Several commented that, since they had never attended an ENC meeting they had no idea who the people speaking are and why Eliot was talking about HOME when his position is PLU.**
 - **Lee B commented: rather than making a booklet, the ENC’s website should be updated to include an interactive map, that can be clicked on.**
 - **Alex G. commented: although that’s a great idea, many people will not simply go to our website before a meeting to look at the map. Furthermore, the map would only show the Area Reps in their respective areas and not the rest of the board. We should have something tangible for people to look at when they come to the meetings. Only put a few out.**
 - **Alex will work with the Exec Committee to further create a small pamphlet introducing who the people are. We have the information from the election that can be used with a little modifications explaining what each person’s responsibility is on the board**
- F. Kiosk Location** – Encino Park has been identified as the location for the ENC Kiosk. Discussion and possible action – is this the final location? Are permits required?
- **According to Lee B, RAP can waive the fee (it’s a possibility). However a new consideration needs to be considered before placing the kiosk. The Kiosk needs to be in a location where the sun will hit it as it’s solar powered.**
 - **Alex G will check with Pat to see if the permit fees will be waived and the location site will be scouted.**
- G. Nextdoor Poll** – It’s been a while since the ENC had a poll on Nextdoor – what type of poll should we consider?
- **This topic drew a long conversation.**
 - **Gina C – suggested asking what type of local events**
 - **Lee B – suggested asking what City Services or elects would you want to meet with; tree issues, sidewalks and suggested to engage the community with the person responsible for the area. Also to remove the “other” option**

and only have people select from the a list provided.

- Nick G – suggested to keep the message positive rather than asking about issues. Keeping the message positive may help engage constituents.
- The conversation went to public safety concerns. People should have a way to get real time updates on fires in their areas without information being behind a paywall. IP addresses within a disaster area was suggested so information could be sent to those within the area. However it was concluded that the info must come from, in this case, the LAFD's PIO – they are the ones that update the info.
- Further comments were shared.
- It was concluded to work on a couple of different polls and to explore at the next Outreach Committee meeting.

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

- **New files were reviewed – nothing to pressing for NC's**

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

A. **2019-2020 Evacuation Plan**

B. **Review suggestions for the updated ENC brochures and handouts**

6. **Adjournment by 8:30pm – meeting adjourned at 8:10pm**

Next Outreach Committee meeting: Monday, December 2nd