



## ENCINO NEIGHBORHOOD COUNCIL

**President:** Alex Garay      **Vice President:** Victoria Miller      **Secretary:** Kari Purcell  
**Treasurer:** Patricia Bates      **Sergeant at Arms:** Lee Blumenfeld

## OUTREACH COMMITTEE MEETING MINUTES

**Monday, January 6<sup>th</sup>, 2020 @ 6:30pm**

**Woman's - Club Room  
4924 Paso Robles, 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, Oliver Rodriguez & Varant Majarian – quorum has been met. Meeting was called to order at 6:38pm**

1. **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 closed at 6:40pm**

2. **Approve minutes from December 2019 Outreach Committee meeting (can be viewed at the ENC website: <https://www.encinonc.org/docs/34483286-5496.pdf>)**

- **Alex G moved, Jim E 2<sup>nd</sup> – passed: 5-0-0**

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

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

- A. Encino Community Center – Update: Alex G. – **we saw the surprise when we arrived, we did not receive notice that there would not be access to the Woman’s Club from the cc’s parking lot. One of the last steps before we can go back into the cc is that the lot has to be paved. Alex G will request additional info from the cc to distribute to committee chairs that will have upcoming meetings.**
- B. 2020 Eco Festival – **deferred to a future meeting**
- C. ENC Info Booklet – **deferred to a future meeting**

4. **New Business – (80 Min):Next sequential coding for new motions starts at: MOTION; OUT-20-01-0031:**

- A. **Safety Whistles** – Discussion and possible action to ordering safety whistles for the CATS walk to hand out as promo gifts. Whistles can be ordered from 4imprint, 350 whistles, with setup and shipping come to \$463.61. Following is the breakdown for the order: \$346.50 (whistles), \$60 (setup), \$18.49 shipping & \$38.62 (tax).
  - **Everyone agreed that these are a great idea for the CATS walk and that the ENC’s Outreach Committee should continue to explore targeted promo items for future events. The whistles will be voted on at the next Outreach Committee meeting for the April CATS walk.**
- B. **Utility Boxes** – We have secured between \$12K - \$13K for painting utility boxes in Encino. We need to identify about 9 boxes that we would like painted and discuss if we want to use the 11:11 Collective to get the boxes painted. The ENC previously approved using the 11:11 Collective. They will get the artists and provide the supplies. We will provide the guidelines/theme. Each box costs about \$1250.00 to complete. Suggestion to use some local artists as well as some local homeless artists to complete the boxes.
  - **The ENC previously approved using the 11:11 Collective and we will move forward using them to complete the project. The ENC will provide guidelines to the collective as to what we would like on the boxes and the artists will need to supply proofs for approval before they are actually painted. The largest cost is the top coat to protect the boxes. Alex will email the Outreach Committee a list of boxes that have been identified so we can select about 10 of them at the next Outreach Committee meeting.**
- C. **ENC Video** – Continued discussion on producing an ENC video of who we are and what we do.
  - **A brief discussion about the complexity of the project this has been tabled to the next meeting.**

**D. CATS Walk** – The ENC will have a booth at CATS walk in 2020. The event is on April 25<sup>th</sup> and starts early. We will need assistance in setting up, booth attendance & breaking down.

- **As of the Outreach Committee meeting, the times for setup have not been received but it will be early. At the next Outreach Committee meeting we will select booth time assignments.**

**E. Recap 2019 Events and plan on the 2020 events** – The Outreach Committee attended the following events in 2019: Encino Cleanup Day (Chamber), Los Encinos Egg Hunt (Los Encinos), One Generation’s Senior Symposium (One Generation), Movie at the Park (ENC), POP Up Arts at the Park (ENC & CD5), Encino Family Festival (Chamber), Valley Disaster Fair. In addition, the Sepulveda Basin Off Leash Dog Park asked the ENC to be at their photo with Santa event. Alex G attended the event and is a good place for the ENC to have a booth. The ENC is participating in 1 new event in 2020: CATS Victory for Victims Walk. What other events should the ENC have a booth at and/or what other events should the ENC consider hosting for 2020; i.e. Fall Festival, ECO Festival, etc.... Hosting events can take considerable time in planning and will require the efforts of multiple Outreach Committee members.

- **A lengthy discussion regarding the events we attended and the 2020 events. Alex G commented that his time is limited at the ENC as he will be running to be the Councilmember for CD5 and he will have to step down from the ENC to campaign. This will take place between 3-6 months from today. Events such as the Family Festival and anything past the Movie at the Park will have to be coordinated by the new Outreach Committee Chair. It is uncertain what will happen with the costs for the Family Festival. Diana has stepped down as the CEO from the Chamber and we had negotiated a deal with her to reduce the cost of the booth for the Family Festival. Since being President, Alex was able to reduce the cost of the booth to the non-profit price, receive a corner booth and some other fees, such as electricity for the popcorn machine have been waived. The Chamber owes the ENC as we helped pay for the water barricades for the 2019 Festival and we should receive additional discounts for the 2020 event. Alex will work on the coordinating the movie at the park for 2020 but all other events will come from the new Chair. A list of standing events will be noted in the Outreach Committee handbook for the new Chair.**

**F. Neighborhood Watch Signs** – We are able to re-order the previous Neighborhood Watch signs in green. We can order and keep in the office until areas are identified that have neighborhood watches in Encino and place accordingly. The Outreach Committee is requesting up to \$2,000 for 40 neighborhood watch signs. Each sign is \$41.75 each, plus the bolts, not included in the quote and setup to change the phone number.

- **Tabled til next meeting – the quote received showed the incorrect color scheme for the signs, emails have been sent requesting the correct proof but as of the meeting date it has not arrived. Tabled until the next committee meeting.**

**G. Review new legislation** – review of new LA City legislation/motions.

- **No new legislation to review**

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 7:50pm**

**Next Outreach Committee meeting: Monday, February 3<sup>rd</sup> 2020**