



ENCINO NEIGHBORHOOD COUNCIL

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

OUTREACH COMMITTEE MEETING **MINUTES**

Monday, November 2nd, 2020 @ 6:30pm

When: Nov 2, 2020 06:30 PM Pacific Time (US and Canada)
Topic: ENC Outreach Committee Meeting

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89260820357>

Or iPhone one-tap :

US: +16699006833,,89260820357# or +13462487799,,89260820357#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or 888 475 4499 (Toll Free) or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free)

Webinar ID: 892 6082 0357

International numbers available: <https://us02web.zoom.us/j/89260820357>

ALL WEBINARS ARE RECORDED

Voting Members – ENC Members: Alex Garay (Chair)*, Jim Esterle*, Carol Levin*, Heather Michaels*
Voting Members – Stakeholders: Gina Corso, Jenny Birchfield

Alternate Committee Members: 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

Call to Order. Roll call.

- **In attendance: Alex Garay, Jim Esterle, Carol Levin & Heather Michaels. There was a quorum and the meeting was called to order at 6:32pm**

Public Comment: Public calling in who wish to speak can use *9 on your phone to request to speak. For those joining using the video feature, please use the raise your hand feature. **TWO MINUTES (2) per speaker is allotted; total time for all public comment is limited to 10 minutes.** Time may be adjusted at President's discretion. Public Comment on Non-Agenda Items will be heard at the beginning of the meeting. Public Comment on agenda items will be heard when the respective item is up for consideration

- **After a call for public comment the session was closed with no public comment at 6:35pm**

- 1. Approve minutes from September 2020 Outreach Committee meeting: Jim E. moved, Carol L. 2nd. Passed: 4-0-0**
- 2. Update: NC Elections Approved Expenses by the ENC**
 - **There's about \$11,300 budgeted for the NC elections – talked about using Spectrum for advertising, especially if they would have an interview. Alex will reach out to Tanya at Spectrum.**

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

3. New Business – (80 Min)

Next sequential coding for new motions starts at: MOTION; OUT-20-10-0050:

A. Lawn Signs for NC Elections – Discussion and possible action.

- **A discussion about the signs took place. They are a bit pricy and there may be an issue with distribution for the generic signs. A recommendation came to ask James Brown about the lawn signs as they have ordered them for meetings. Placement is an issue and how to distribute them. We could get some to give to the area reps. A question came up to consider banners...even a thought to put a large banner over Ventura Blvd. Alex will inquire what it takes to get a large banner over Ventura. Another suggestion to get flyers for local businesses since many support the ENC. Alex will work on a flyer for the next Outreach Committee meeting. The lawn signs will be tabled for the moment to explore other ways to get the message out that there's an election, how to request a ballot and how to apply for a position. We will also use Nextdoor, Vally Blvd, Patch and our social media. Any flyer needs to digital as well so board members can send out. Jim can send the flyer to One Generation as well.**

B. Standing ENC Banner/Signs – Discussion and possible action.

- **We will continue to explore where the existing standups were purchased and look for new vendor as well.**

C. **Advertising Schedule for the Encino Enterprise** – Candidate filing begins **1/2/21 and ends on 2/16/21**. The release of certified candidates is **3/5/21**. Vote by mail application begins **3/5/21 and ends 4/27/21**. The deadlines for the ads in the Encino Enterprise are: December **17th edition** deadline is **December 14th**. **January 21st edition** deadline is **January 18th**. **February 4th edition** is **February 1st**, **March 18th edition** (should have the list of candidates, larger ad) deadline is **March 15th** and the final reminder to vote ad in the **April 15th edition** deadline is **April 12th**. **Discussion and possible action.**

- **The dates for the ads was discussed. The first ad will be a smaller one advising of the upcoming election, how to get a ballot and how to register (with dates). The ad dates for the Encino Enterprise are: 12/17, 1/21/21, 2/4/21, 3/18/21, & 4/15/21.**

D. **1st Ad for the Encino Enterprise** – Finalize first ad for the Encino Enterprise so the ENC Board may vote on the ad at the December 9th General Board meeting. **Discussion and possible action.**

- **The ad was shared on screen and revised with suggestions from committee members. After discussion and revisions, the following motion was created: MOTION; OUT-20-10-0050: The ENC's Outreach Committee recommends that the Encino Neighborhood Council support using the Outreach Committee ad for the 1st ad in the Encino Enterprise's December 17th edition. Alex G. moves, Carol L. 2nds. Passed: 4-0-0**

E. **CF 20-0668** – This is the City Council File for the redistricting that will take place. The ENC should host meetings with Rocky Delgado and other City Officials to gain constituent feedback on Encino's redistricting. Start planning a Special Meeting for this one topic, select a date, guests, etc.... **Discussion and possible action.**

- **After a discussion on redistricting, the Outreach Committee set a target date of mid-March 2021 for a special meeting so residents; 1) can get information about the redistricting, 2) can share their opinions & 3) meet those responsible for the redistricting process. At this time the meeting will be virtual, however we may be able to meet in person depending on COVID restrictions.**

F. **ENC Website** – The ENC is in a position to redesign our website via the Web Corner. The cost to redesign the website is approximately \$3000. In addition to approving the funds we should set parameters of what we would like to see on our site to make it more modern and user friendly. The Outreach Committee should request the funds from the General Board to update the ENC's website and be proactive in the design. **Discussion and possible action.**

- **After a long discussion, the Outreach Committee will look into what changes we should implement on the ENC's website. This is something that will take a considerable amount of time and discussions at future meetings. Each board member will look at the ENC's website and also look at other NC sites to see what changes could be made. This will be an ongoing discussion and we hope that members of the Executive Committee will also participate and suggest changes.**

4. Future Outreach Committee Projects:

5. Board Member Comments – Non Agenda Items:

- **Heather Michales brought up the West Valley Animal Shelter.**
- **A member of the public wanted to comment on the board member comment.**

6. Adjournment by 8:30pm – **Meeting adjourned at 7:30pm**

Next Outreach Committee meeting: December 7th 2020