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NOTICE AND AGENDA ENCINO NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING

Monday, January 3rd, 2022 @ 6:30pm

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87050942391>

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IN CONFORMITY WITH THE SEPTEMBER 16, 2021 ENACTMENT OF CALIFORNIA ASSEMBLY BILL 361 (RIVAS) AND DUE TO CONCERNS OVER COVID-19, THE ENCINO NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED ENTIRELY WITH A CALL-IN OPTION OR INTERNET-BASED SERVICE OPTION

Public Comment: Public Comments on Non-Agenda Items is limited to TWO MINUTES (2) per speaker. Time may be adjusted at the Chair's discretion. Public calling in, please press *9 on your phone to raise your hand to speak. For those that are using the Zoom Webinar please use the raise your hand feature to speak. Public comment on agenda items will be heard when the item is up for discussion. Public comment on agenda items is limited to 1 minutes per agenda item. Comments from the public on agenda items will be heard only when the respective item is being considered. Time may be adjusted at the Chair's discretion.

AB 361 Updates: Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned.

Voting Members: Alex Garay*, Mike Silva*, Miriam Davis*, Heather Michaels*

Stakeholders: 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

1. **Call to Order. Start recording. Roll call. determination of quorum.**
2. **Approval of November 2021 Outreach Committee Minutes – The November 2021 Outreach Committee meeting minutes may be viewed here: [November Outreach Committee Meeting Minutes](#).**
3. **Public Comment on Non-Agenda Items** – Public Comments on Non-Agenda Items is limited to TWO MINUTES (2) per speaker. Time may be adjusted at the Chair’s discretion. Public calling in, please press *9 on your phone to raise your hand to speak. For those that are using the Zoom Webinar please use the raise your hand feature to speak.
4. **Reports from Public Officials/Departments/Community Agencies**

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

5. **Old and New Business**
 - A. **ENC Little Library** – Should the ENC purchase a “Free Little Library” to place at the Community Center, Woman’s Club, or other Encino location? Books may be donated to the ENC and listed as official ENC inventory with the City. A complete library kit includes the housing, stand and a small plaque with 3 lines that may be customized. Please see supporting document: [Free Little Library](#). The cost to purchase a complete kit, from LittleFreeLibrary.org comes to \$419.97. The price did not include tax. Possible motion: The ENC’s Outreach Committee recommends that the board support the purchase of a Free Little Library kit, from freelibrary.org to place at the Encino Community Center, Encino Woman’s Club, Fire Station 83, or other location in Encino & authorize up to \$475 for the purchase. **Discussion and possible action.**
 - B. Certificate of Appreciation for Councilmember Koretz and CD5 staff. Should the ENC purchase a certificate of appreciation for Councilmember Koretz and the entire CD5 staff that has worked with the ENC for the past 10 years? Rather than purchasing a certificate, one can be designed, printed, and framed. The total cost for the frame & certificate paper should not exceed \$50 and may be obtained at Michael’s, Office Depot, or another Encino store. **Discussion and possible action.**

- C. Lunch and Dinner for the West Valley LAPD Officers & Staff** – Our LAPD officers could use some encouragement and feel some appreciation from the communities they serve. In the past, the ENC has approved lunch/dinners for the frontline workers at Encino Hospital and Fire Station 83. Should the Outreach Committee recommend to the board to support the purchase of 1 lunch service and 1 dinner service for the officers and staff at the West Valley Station in the amount of \$500 for lunch and \$500 for dinner, for a total of \$1000 from a local restaurant or pizza store. Restaurants in Encino would be considered first providing they deliver to the West Valley LAPD Station. **Discussion and possible action.**
- D. NC Awareness Campaign** – Should the Outreach Committee recommend starting an NC Awareness Campaign? Great strides have been made in getting the word out that NCs exist, yet most still have few attendees at their meetings, i.e., the ENC has seen a decline in attendance from residents with the December 2021 Regular Board meeting having the fewest attendees in long while. A campaign may need to be conducted to create greater awareness of NCs and the vital role they play in the community. Additionally, the campaign should also be directed at City Departments so that more responsibilities may be added to NCs. Should the ENC’s Outreach Committee recommend to the board to support an NC Awareness Campaign in conjunction with DONE and other City Departments to help raise awareness about NCs? **Discussion and possible action.**
- E. ENC Coffee with the Area Reps** – Should the ENC’s Outreach Committee recommend that the board support a Coffee with your Area Rep Campaign? Other NCs have started having these meetings at local coffee shops and other locations. The ENC may be able to work out an agreement with Starbucks and/or McDonald’s in Encino to allow these mini meetings. The Outreach Committee would assist in getting the word out for each meeting date and a small cost may be allocated to each meeting for coffee and pastries. Please see supporting document, [Coffee with your Area Rep Campaign](#). **Discussion and possible action.**
- F. Bus Bench Adverts** – In the past the ENC has purchased bus bench adverts. Please see supporting document, [Bus Bench Adverts](#) for the previous design. Should the Outreach Committee recommend that the board support purchasing new bus bench adverts. The cost of each ad depends on the quantity. Please refer to supporting document: [Advert Costs](#). Locations will be in Encino and determined at the time of production with a priority along Ventura Blvd. **Discussion and possible action on proposed motion: The ENC’s Outreach Committee recommends that the board support advertising on bus benches through InSight Media and requests up to \$900 for 10 adverts on bus benches in Encino.**
- G. Review of the Digital Media Policy** – DONE has created a Digital Media Policy for social media communications. Several NCs have weighed in on this policy. On December 7th, the Board of Neighborhood Commissioners briefly discussed the policy but did not take action. However, it was determined that by January there would be a final version, with discussion in January/February and a final vote in March. Using social media to promote the NC is one of the responsibilities of the Outreach Committee. We need to be aware of the policy and how it pertains to using the NC accounts and how board members using their own social media. The policy dated 10/14/21 can be viewed here: [Digital Media Policy](#). **Additionally, community impact statements from other NCs may be viewed here: [NCs CIS on the Digital Media Policy](#). Discussion and possible action.**

- H. New light pole banners** – It’s been several years since the ENC ordered the light pole banners. We had previously ordered 40 banners, please see supporting document: [Current Light Pole Banners](#). Over the years most of the banners have weathered and most need to be replaced. Cost estimates have been provided for the replacement of 20 banners and one for all 40 banners. Please refer to supporting documents: [Cost for 20 banners](#) and [Cost for 40 Banners](#). The estimated cost (does not include tax & shipping) to replace 20 banners is: \$4,452.00. The cost to replace 40 banners is: \$7,362.00. This includes the banners and installation of the banners. Should the Outreach Committee request that the board support the purchase of new light pole banners? **Discussion and possible action.**
- I. NC City Motion for the ENC light pole banners CF-18-0923.** If the ENC is interested in keeping our light pole banners up, we will need to request that our Councilmember introduce a motion for City Council approval. The motion to introduce may be viewed here: [Light Pole Banner Campaign Motion](#). **Discussion and possible action.**
- J. Welcome to Encino Sign** – The Tarzana NC has a sign on Ventura Blvd, just West of Lindley welcoming all to Tarzana. The cost of the sign, in 2018, was between \$9000 - \$13,500 from Premium Sign Solutions. Please refer to the following supporting documents to see the sign: [Welcome Sign Front](#) and [Welcome Sign Back](#). Should Encino consider a similar sign and where should the sign be located? One possible location would be close to the 405 especially since we will be in the same Council District as Sherman Oaks. We may be able to convince CM Raman to assist with the payment as a welcome to being in her district and could advertise where the Chamber advertises in the Tarzana sign. **Discussion and possible action**
- K. Pyrotechnic show notifications** – Currently when firework shows occur no notification is provided to the residents near the show. This may cause unnecessary fear, an onset of PTSD, trauma to animals and calls regarding gun shots to the LAPD. There is a requirement in place to notify residents when filming will occur or when there will be a hearing regarding a development. However, no such requirement exists for pyrotechnic shows. Given that all pyrotechnic shows require permits, should we recommend to the board to support the attached motion, [Fireworks Notification Motion](#), requesting that proper, advanced notification be provided to the affected areas and to the corresponding neighborhood council(s) so that they may provide their own outreach. **Discussion and possible action. Possible motion: The ENC’s Outreach Committee recommends that the Encino Neighborhood Council support the Fireworks Motion and direct it to; LA City Council, the Los Angeles City Attorney and the Los Angeles Board of Fire Commissioners.**
- L. Digital Media Policy Account Administrator & Account Moderator (Announcement).** Once the policy is approved and in place, each NC will be required to designate a Digital Media Policy Account Administrator & Account Moderator as well as alternates. We will request to have the selection of these positions at the appropriate Regular Board Meeting. **Discussion and possible action.**
- M. Easter Egg Hunt at Balboa Park and Los Encinos (Announcement)** – At the time of this agenda item, it is not known if Los Encinos will host their Easter Egg Hunt. The egg hut at Balboa Park will occur, date forthcoming, and will want assistance with outreach and perhaps we could consider assisting with the entertainment. Further information will be available at the February Outreach Committee meeting.

6. Board Member Comment on Non-Agenda Items

7. Adjournment by 8:30pm

- Next Outreach Committee Meeting: February 7th, 2022 (Location TBD).
- Future Outreach Projects/Events: Standing popup banners & Movie at the Park 2022

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 – 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 on agenda items is limited to 1 minutes per speaker per item, unless adjusted by the presiding officer of the Board or Committee.

PUBLIC POSTING OF AGENDAS - ENC agendas are posted for public review as follows: Glass case outside the Encino Chamber of Commerce office at 4933 Balboa Blvd, Encino, Encino-Tarzana Branch Library, and digitally at www.encinonc.org You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/government/subscribe-agendasnotifications/subscribe-other-meetings-agendas-and-documents>

THE AMERICAN WITH DISABILITIES ACT As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.org

PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: encinonc.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Pat Bates, Board President, at (747) 282-0450 or email via president@encinonc.org.

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 <https://www.encinonc.org/ncfiles/viewPageFile/3541>

SERVICIOS DE TRADUCCIÓN: Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Pat Bates, Presidente de la Mesa Directiva, al (747) 282-0450 o por correo electrónico president@encinonc.org para avisar al Concejo Vecinal.

Notice to Paid Representatives – If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org