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**NOTICE AND AGENDA  
 ENCINO NEIGHBORHOOD COUNCIL  
 OUTREACH COMMITTEE MEETING**

**MINUTES**

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

**Please click the link below to join the webinar:**

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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.**

- **Meeting called to order at 6:32pm, in attendance: Alex Garay, Mike Silva, Heather Michaels. Miriam Davis & Jenny Birchfield were noted as absent.**

**2. Approval of November 2021 Outreach Committee Minutes – The November 2021 Outreach Committee meeting minutes may be viewed here: [November Outreach Committee Meeting Minutes](#).**

- **After a brief discussion, Alex G. moved to approve, Mike S. 2nds. Minutes approved: 3 (Y), 0 (N), 0 (A)**

**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.**

- **The public comment session was opened, no public comment.**

**4. Reports from Public Officials/Departments/Community Agencies**

- **No public officials in attendance.**

**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.**

- **The item was introduced and opened to board member and public comment.**
- **During discussion a question was asked regarding the upkeep of the library and a consensus was reached that the members of the ENC’s Outreach Committee would check on the box weekly to ensure it’s filled with books and in good order.**

- **Alex G. moved, Heather M. 2nds. The item passed: 3 (Y), 0 (N), 0 (A)**

**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.**

- **The item was introduced and opened to board member comment.**
- **Following board member comment, the following motion was introduced by Alex G.; The ENC's Outreach Committee recommends that the board support getting a certificate of appreciation for Councilmember Koretz and his staff & is requesting up to \$50 for the purchase of certificate paper and a frame from Office Depot., Michael's or other similar store. Heather M. 2nds, item passed: 3 (Y), 0 (N), 0 (A).**

**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.**

- **It was noted that Outreach Committee member Jenny Birchfield joined the meeting.**
- **The item was introduced and opened to board member discussion. After board member discussion, the following motion was introduced by Alex G.; The ENC's Outreach Committee recommends that the board support the purchase of 1 lunch service and 1 dinner service of the officers and staff at the West Valley LAPD Station in the amounts of \$500 for lunch and \$500 for dinner, totaling \$1000 from a local restaurant/pizza store. Heather M. 2nds.**
- **The item was opened to public comment.**
- **Following a vote was taken and the item passed: 4 (Y), 0 (N), 0 (A).**

**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.**

- **The item was introduced, highlighting that attendance at meetings has seen a decline. An NC awareness campaign should be conducted to help boost attendance at NCs.**
- **The item was opened to board member comment.**
- **It was suggested to include NC's in CD4, DONE and other City Departments.**
- **It was further suggested that more responsibilities are transferred to NCs, including outreach for developments, construction and other outreach efforts for the respective communities.**
- **Following board member comments, Alex G. introduced the following motion: The ENC's Outreach**

**Committee recommends that the board support starting an NC awareness campaign to help boost attendance & participation at NC meetings. The ENC, along with, NC's in CD4, DONE & City Departments will coordinate the efforts.**

- **Mike S. 2nds the motion.**
- **The item was opened to public comment.**
- **Following public comment a role call vote took place. The motion passed: 4 (Y), 0 (N), 0 (A).**

**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.**

- **The item was introduced and opened to board member comment.**
- **Following board member comment, Alex G. introduced the following motion: The ENC's Outreach Committee recommends that the board support hosting an Coffee with your Area Rep campaign at a local coffee shop or other Encino location.**
- **Heather M. 2nds**
- **The item was opened to public comment.**
- **Following public comment, a role call vote took place.**
- **The motion passed: 4 (Y), 0 (N), 0 (A)**

**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.**

- **Item was introduced and the motion was moved by Alex G., and received a 2<sup>nd</sup> from Jenny B.**
- **The item was opened to discuss the graphics and language before opening the item to public comment.**
- **A stronger call to action was requested to, "Turn Your Voice into Action, Join the Encino Neighborhood Council"**
- **It was agreed to change the text to create a greater call to action. "Turn your voice into action, Get Involved Encino Neighborhood Council."**

- **The item was opened to public comment**
- **Following public comment, a role call vote took place. The motion passed: 4 (Y), 0 (N), 0 (A)**

**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 7<sup>th</sup>, 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.**

- **The item was introduced and opened to board member discussion.**
- **There are several items in the policy that require clarification and should be decided at an Executive level. Section 9 in its entirety is considered as an overreach from the department attempting to control what and how board members can use their personal social media accounts.**
- **Following much discussion, the following motion was introduced by Alex G., The ENC's Outreach Committee recommends that the board support the creation of a Digital Media Policy but does not support the policy as written, especially section 9 in its entirety.**
- **Mike S. 2nds**
- **The item was opened to public comment.**
- **Following public comment, a role call vote took place, the motion passed: 4 (Y), 0 (N), 0 (A)**

**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.**

- **The item was introduced with a brief history of the current light pole banners. It was noted that the cost has nearly doubled since the last purchase due to a lack of supply.**
- **The item was opened to board member comment.**
- **Following board member comment, Alex G. introduced the following motion: The ENC's outreach committee recommends that the board support not purchasing new light pole banners nor renewing the City Council motion to keep our banners up given the current cost to replace the banners.**
- **The motion received a 2<sup>nd</sup> from Heather M.**
- **The item was opened for public comment**
- **Following public comment a role call vote took place. The motion passed: 4 (Y), 0 (N), 0 (A)**
- **Note, this is being brought forth to the full board as it had been approved previously and should be voted on**

by the board.

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.**

- **This item was removed as it was covered in the previous motion.**

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**

- **The item was introduced and opened to board member discussion**
- **Following much discussion, Alex G. introduced the following motion; The ENC's Outreach Committee recommends that the board support purchasing a Welcome to Encino sign if the Councilmember agrees to share in the cost. Design would be forthcoming if approved and supported by the ENC and our new Councilmember. The cost of the sign is approximately \$13,500 for a similar sign to the Tarzana sign.**
- **The motion received a 2<sup>nd</sup> from Jenny B.**
- **The item was opened for public comment.**
- **Following public comment a role call vote took place. The motion passed: 4 (Y), 0 (N), 0 (N)**

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.**

- **The item was introduced and Alex G. read the motion in moved.**
- **The motion received a 2<sup>nd</sup> from**
- **It was clarified that we are not requesting the applicants to send notifications to the residents within the mile radius, rather that the NCs are made aware that there will be a fireworks show. There was some discussion regarding if applicants are required to send out information it may dampen the ability to conduct the shows.**
- **It was further clarified that the motion, as written, is only requesting to investigate the feasibility of providing notification when permits are obtained to the corresponding NCs.**
- **Heather M. 2nds the motion**

- **The item was opened for public comment.**
- **Following public comment a role call vote took place. The motion passed: 4 (Y), 0 (N), 0 (A).**

**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.**

- **This item was removed until BONC votes on the digital media policy.**

**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 hunt 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.

- **This item was moved to the February Outreach Committee meeting so that it can be determined what type of support will be requested for the Egg Hunt at Balboa Park.**

#### **6. Board Member Comment on Non-Agenda Item**

- Following board member comment, it was noted that there was one additional hand up from an attendee and the attendee was called on repeatedly but did not respond.

#### **7. Adjournment by 8:30pm**

- **The meeting adjourned at 8:10pm**
- Next Outreach Committee Meeting: February 7<sup>th</sup>, 2022 (Location TBD).
- Future Outreach Projects/Events: Standing popup banners & Movie at the Park 2022