



Officers:  
PAT BATES • President  
VICTORIA MILLER • Vice President  
ALEX GARAY • Secretary  
GLENN BAILEY • Treasurer  
HENRY ESHELMAN • Sergeant at Arms

4924 Paso Robles Avenue • Encino • CA • 91316 (747) 284-0450 www.encinonc.org

## NOTICE AND AGENDA ENCINO NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING

**Monday, March 7th, 2022 @ 6:30pm**

Please click the link below to join the webinar:

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

Or One tap mobile :

US: +16699006833,,87050942391# or +13462487799,,87050942391#

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 +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free) or 833 548 0276 (Toll Free) Webinar ID: 870 5094 2391 International numbers available: <https://us02web.zoom.us/j/87050942391>

**Zoom Webinars are recorded**

**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\*, 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 6:40pm**

**2. Approval of January 2021 Outreach Committee Minutes – The January 2022 Outreach Committee meeting minutes may be viewed here: [January Outreach Committee Meeting Minutes](#).**

- Alex moved, Mike S. 2nds
- **The item was voted on and passed: 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.**

- **No members of the public spoke during public comment.**

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

- **No public officials in attendance**
- **Heather M joined the meeting**

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

**5. Old and New Business**

**A. ONEGeneration Senior Symposium 2022 – This year, the ONEGeneration Senior Symposium will be on, Saturday, May 14<sup>th</sup> 2022 at the ONEGeneration campus. This will be like the event attended last year, which given the pandemic was well attended. The ENC has participated by sponsoring part of the lunch service and always has a booth at the event. MOTION: the ENC’s Outreach Committee recommends that the board approve sponsoring part of the lunch at the ONEGeneration Senior Symposium, held on May 14<sup>th</sup>, 2022 at the ONEGeneration Campus and further requests \$1000 to participate and for a booth at the event. Discussion and possible action.**

- **Alex G. introduced the item and moved the motion. Mike S. 2<sup>nd</sup>**
- **The item was opened to committee discussion. There were a few comments from committee members**

- No comment from the public

- Prior to the vote, Alex G amended the motion to remove any mention of lunch as it is not being served due to the pandemic.

- The item was voted on and passed: 4 (Y), 0 (N), 0 (A)

**B. Senior Symposium Swag** – Should the Outreach Committee recommend purchasing a new item for the Senior Symposium? In the past, a big hit at the Senior Symposium was the credit card magnifiers. We can order new ones, colors are limited, perhaps in black with white writing for the event. Please see supporting document, [CC Magnifier Image](#), to get an idea of what it looks like. The cost for 500 cc magnifiers, with setup and shipping comes to \$683.07, please see supporting document, [Cost of CC Magnifiers](#). Possible motion – **MOTION: The ENC’s Outreach Committee recommends that the board approve spending up to \$700 for 500 credit card magnifiers from 4imprint. Each magnifier will have the ENC’s name and website. The cost includes the setup and shipping. Discussion and possible action.**

- Alex G introduced the item and made the motion to approve. Jenny B. 2<sup>nd</sup>s.

- The item was opened to committee discussions. Following committee discussion, the item was opened to public comment.

- Pat B. commented that the cost should be increased to \$800 just in case.

- Alex G introduced an amendment and received a 2<sup>nd</sup> from Mike S.

- The item was opened for public comment.

- Following comments, the item was voted on and passed: 4 (Y), 0 (N), 0 (A)

**C. New Hand Out at Events to compliment the ENC Brochures** – Currently the ENC has a professional tri-fold flyer that we hand out at events. At an event we were handed a flyer from another NC, it’s three, 8” x 11.5” sheets of paper, two of which are printed on both sides. The plus to printing flyers like the supporting document, [Additional Flyer](#), is that we can print smaller quantities for events and continuously update with new/current information or information specific to the event. Should the Outreach Committee come up with a similar flyer to present to the board for approval to print? NCs receive a significant discount for printing at Office Depot. **Discussion and possible action.**

- Alex G introduced the item commenting that it could turn into a mini newsletter.

- The item was opened to committee comments.

- Following committee comments, it was determined that a mockup would be created and discussed at a future Outreach Committee meeting.

- Alex G. will create the mockup.

**D. Movie at the Park – July or in the Fall?** Usually, the ENC hosts a movie at the park each July, close to the end of the month. FilmLA has, in the past, covered all the costs associated with the event because Encino is a film friendly community. The tradition has been suspended because of Covid. Should we continue the tradition by having a movie towards the last week in July or should we move the event to the Fall when it gets darker earlier? **Discussion and possible action.**

- The item was introduced by Alex G. with the question of when should the ENC host our movie at the park.

- The item was opened to committee and public comment.

- Following discussion it was decided that the we should explore a movie at the park later in the year which will help by being able to start the movie earlier.

- Pat B commented that she would like to be on the committee moving forward.

**E. Movie at the Park hosted by CD4** – Councilmember Raman and the Encino Field Deputy, Kevin Sanchez-Morales would like to have a movie at the park event in May, this would be the responsibility of CD4 and the ENC will assist with promoting the event and be in attendance with a table, popcorn and handouts. We need to purchase new popcorn as our current ones have expired. Smart and Final has 2 36 counts boxes for \$50.38. **MOTION: The ENC’s Outreach Committee recommends that the board approve spending up to \$60 for the purchase of popcorn kits to use in the ENC popcorn machine at upcoming movie at the park events from Smart and Final or similar. Discussion and possible action.**

- **Alex G introduced the item. The ENC would assist with promoting the movie and have a table at the event. Additionally the ENC would supply the popcorn**
- **Alex G moved the item, Jenny B 2nds. The item was opened to committee member comments**
- **Following committee member comments the item was opened to public comment.**
- **The item was voted on and passed: 4 (Y), 0 (N), 0 (A).**

**F. Easter Egg Hunt at Encino Park** – RAP is requiring the Encino CC to host an egg hunt at Encino Park. The ENC has been invited to participate. We usually participate in the hunt at Los Encino but that is not occurring this year. Typically we have a table with some things for the kids, i.e. coloring. **MOTION: The ENC’s Outreach Committee requests that the board support spending up to \$275 for popcorn, coloring supplies and copies of images to be colored. The crayons, copies and popcorn may come from Office Depot (or similar).**

- **Alex G introduced the item and moved to approve the motion. Jenny B 2nds.**
- **The item was opened to committee discussion.**
- **Following committee discussion, the item was opened to public comment.**
- **The item was voted on and passed: 4 (Y), 0 (N), 0 (A)**

**G. Zoom license for the ENC** – With most pandemic restrictions being lifted, it is possible that some of board members may not want to meet in person and the Community Center requires proof of vaccination to enter (at this time) which may prohibit unvaccinated board members as well as members of the public who are not vaccinated. Additional considerations are who would be required to screen attendees and enforce the vaccine requirement. An idea has been introduced to have each NC purchase a Zoom license. Fees at this time are unknow but we have been given a price range of \$200 - \$400 per year. To accommodate attendees, should the ENC prepare to purchase a Zoom license? **MOTION: The ENC’s Outreach Committee recommends that the board support purchasing our own Zoom license and allocating up to \$400 per year for the license. In addition, we request that the Finance Committee revise the operations budget to accommodate the new yearly charge as an operating expense.**

- **Alex G introduced the item and moved to approve the motion. Jenny B 2nds.**
- **The item was opened for discussion.**
- **Following discussion the item was voted on and passed: 4 (Y), 0 (N), 0 (A)**

**H. Increasing board member and stakeholder participation in the Outreach Committee** – We need to add more members to the Outreach Committee. We should invite friends that live in Encino to participate as Stakeholder committee members and see if anyone from the board would like to participate. **Discussion and possible action**

- **The item was discussed and the topic will continue at future meetings.**

**I. Possible mask give-a-way** – The CD4 office has received an abundance of masks and asked if we would partner up with them to have a mask give-a-way. With restrictions easing, thoughts on assisting with a mask give-a-way? If we do partner with them, we can help promote and distribute masks without and costs associated. During the pandemic, we teamed up with an organization and handed out masks at Genesta Park. **Discussion and possible action.**

- **This item was introduced and opened for discussion.**
- **After discussion it was decided with the easing of restrictions, we should hold off on having a mask distribution day.**

**6. Board Member Comment on Non-Agenda Items**

**7. Adjournment: Meeting adjourned at 8:01pm**

- Next Outreach Committee Meeting: April 4<sup>th</sup>, 2022 (Location TBD).
- Future Outreach Projects/Events: Standing popup banners

on at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org)