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

**MONDAY, JANUARY 8, 2024 @6:30PM
ENCINO WOMAN'S CENTER
4924 Paso Robles
Encino, CA 91316**

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 wishing to speak on non-agenda items will fill out a speaker card and turn it in to the Secretary.

The amount of time for public comment on each agenda item is to be determined by the Chair at each meeting. Speakers shall limit their comments to matters relevant to the item on the agenda. The Chair may rule that the speaker is out of order if the comments are not germane to the item under consideration. If multiple requests for public comment are submitted on one agenda item, preference will be granted to members of the public who have not spoken previously during the meeting, either during general public comment or on another agenda item.

A member of the public wishing to speak on more than one agenda item at a single meeting shall limit his or her remarks to a total of one minute per item and five (5) minutes per meeting. When turning in the speaker card, indicate which items you wish to speak on. Otherwise comments from the public on agenda items will be heard only when the respective item is being considered. Please be aware that time accumulates for any agenda items commented on.

Comments from the public on matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. No individual speaker will be allowed more than two (2) minutes during General Public Comment, unless the presiding officer of the Board decides differently.

- OUTREACH VOTING MEMBERS: Joshua Sautter* (Chair), Pat Bates*, Laure Stevens*, Heather Michaels*
- Stakeholders: Varant Majarian, Jenny Birchfield-Eick, Ryan Levy

* 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. 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.

3. Reports from Public Officials/Departments/Community Agencies

4. New Business – Motion, Discussion and Votes may be taken on all items:

A. Newsletter -

- Review and Finalize January Newsletter Content: Collaboratively review the draft of the January newsletter. Make necessary edits and finalize the content for publication. Determine January Publish Date. Discuss and decide on the most suitable date for publishing the January newsletter.
- Establish Distribution Strategy:
Identify distribution channels, including:
 - ENC Email list
 - Social Media (SM) posts
 - Outreach to EPOA (Ask EPOA)
 - Coordination with other relevant organizations for distribution.
- Access to Stakeholder Lists:
 - Obtain access to the ENC email mailing list and any other stakeholder lists.
 - Compile necessary stakeholder information for effective outreach.
- Email Platform Access:
 - Ensure access to the designated email platform for newsletter publication.
- Upgrade Email Marketing Tool:
 - Discuss and decide on upgrading either Constant Contact or Mailchimp.
 - Assess the need for additional seats, with an estimated additional cost of \$1200.
 - Discuss and potentially take action on the upgrade.
- Discussion and possible action.

B. Management of Social Media Accounts:

- Compile a comprehensive list of ENC social media accounts.
 - Identify custodians of the current password lists.
 - Discuss and decide on the appropriate administrators for the social media accounts.

- iii. **Creation of New Nextdoor Account:** Discuss the need for a new Nextdoor account. Determine the necessary steps to create and manage the new account.
- b. **Integration of Newsletter on Website:** Activate the link button on the website for seamless loading of the newsletter. Ensure proper functionality and accessibility.
- c. **Website Calendar Update:** Address issues with the calendar option on the website, as per Roy's feedback. Update the website to ensure the calendar functions properly.
- d. **Discussion on Social Media Strategies:** Open discussion on potential strategies to enhance social media presence. Invite suggestions for engaging content and community interaction.
- e. **Establishing Protocol for Social Media Content:** Discuss and formulate a protocol or structure defining appropriate content for social media postings. Outline guidelines for posts related to holidays, community events, and other relevant topics. Encourage input and suggestions from team members to ensure inclusivity and alignment with community values.
- f. **Discussion and possible action.**

C. Facebook Boost Allocation:

- a. Propose the utilization of the allocated \$1000 budget for Facebook boost.
- b. Initiate a discussion on the strategy and objectives behind the boost.
- c. Consider potential actions and decisions regarding the implementation of the Facebook boost for effective promotion.

D. Exploration of Movie Night Initiative:

- a. Propose the introduction of a movie night event in Encino, emphasizing its potential for community engagement.
- b. Discuss potential venues for the movie night and initiate considerations on where it should take place.
- c. Deliberate on the necessary steps to obtain permits for the event, including identifying key contacts or city officials for the permitting process.
- d. Consider reaching out to City Council Members in CD4 and CD6 to seek their support and involvement in the initiative.
- e. Explore potential partnerships with organizations willing to assist in organizing and promoting movie nights in Encino.
- f. Brainstorm family-friendly movie options for the event.
- g. Discuss and decide on a suitable date for the movie night.
- h. Identify and assign responsibilities for coordinating the logistics and planning of the movie night.
- i. Discussion and possible action

E. Cultural Summer Event Planning

- a. Introduction of Cultural Summer Event Concept:

- i. This agenda item is designed to facilitate a comprehensive discussion on the planning and execution of a cultural summer event in Encino, ensuring consideration of key elements and community involvement.
 - ii. Propose the organization of a cultural summer event in early summer, featuring live music, food trucks, and family-friendly entertainment to engage the Encino community.
- b. Engagement with City Council Members:
 - i. Discuss and plan outreach efforts to involve City Council Members, specifically targeting representatives from CD4 and CD6, to seek their support and collaboration.
- c. Sourcing Potential Event Locations:
 - i. Deliberate on potential venues for hosting the cultural summer event. Consider factors such as accessibility, space, and community appeal.
- d. Community Outreach to Local Businesses:
 - i. Outline a strategy for reaching out to local businesses to garner their participation and support for the event.
- e. Identification of Supportive Organizations:
 - i. Discuss and compile a list of organizations within the community that can be approached for support in organizing and promoting the cultural summer event.
- f. Planning Discussion:
 - i. Initiate a discussion on the detailed planning aspects, including event logistics, scheduling, and coordination.
- g. Discussion and possible action.

5. Board member comment on non-agenda items

Adjournment

Next Meetings:

Outreach Committee: February 5, 2024

Announcements: Please see the Encino NC website for announcements of other events and to join our mailing list.

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 subject matter 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 is limited to one (1) minute per speaker per item, unless adjusted by the presiding officer of the Board or Committee. Consent items which have been unanimously approved by a public committee meeting are exempted unless pulled from the consent section by a Board member.

PUBLIC POSTING OF AGENDAS - ENC agendas are posted for public review as follows: Glass display case outside the

Encino Chamber of Commerce office at 4933 Balboa Blvd, Encino, Encino-Tarzana Branch Library, and Encino Community Center auditorium at 4935 Balboa Blvd, Encino, 91316, and digitally at www.encinonc.org You can also receive our agendas via email by subscribing to L.A. City's Early Notification System: [Early Notification System \(ENS\)](#)

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: www.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 Alex Garay, 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/page/viewPage/bylaws>

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

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 Alex Garay, Presidente de la Mesa Directiva, al (747) 282-0450 o por correo electrónico president@encinonc.org para avisar al Concejo Vecinal.