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## NOTICE AND AGENDA ENCINO NEIGHBORHOOD COUNCIL OUTREACH COMMITTEE MEETING

### AGENDA

Monday, February 5th 2024 @ 6:30pm

Please click the link below to join the webinar:

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

Or One tap mobile :

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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 GOVERNOR NEWSOME SIGNING SB411 INTO LAW ON OCTOBER 9, 2023 AND IN COMFORMITY WITH THE LOS ANGELES CITY COUNCIL PASSING CF 23-1114, 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.**

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

\* 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. New Community Events Initiative**

##### **1. 3rd Annual Valley Asian Cultural Festival**

- **Date & Time:** May 4, 2024
- **Location:** Pierce College, Woodland Hills
- **Description:** Celebrate the diverse business and extended community through cultural education at the 3rd Annual Valley Asian Cultural Festival. This event is sponsored by the West Valley - Warner Center Chamber of Commerce and aims to bring together various cultures in a vibrant display of heritage and traditions.
  - **Action Points:**
    - Finalize and confirm the event schedule and activities.
    - Coordinate with Pierce College for venue arrangements.
    - Engage with local businesses and community groups for sponsorships and participation.
    - Initiate marketing and promotional activities to ensure wide community reach and engagement.

##### **2. Assemblymember Jesse Gabriel’s Third Annual Valley Day of Service**

- **Date & Time:** April 14, 2024, at 9:30 AM
- **Location:** Pierce College, Woodland Hills
- **Description:** Participate in Assemblymember Jesse Gabriel's 2024 Valley Day of Service, a community event dedicated to service and engagement within the San Fernando Valley. Organizations are invited to apply for tabling opportunities to showcase their services and connect with the community.
  - **Action Points:**
    - Encourage local organizations to apply for tabling opportunities.
    - Liaise with Assemblymember Gabriel’s office for event coordination and support.
    - Promote the event within the community to maximize volunteer participation and engagement.

##### **3. 15th Annual Senior Symposium**

- **Date & Time:** May 18, 2024
- **Location:** One Generation
- **Description:** The 15th Annual Senior Symposium aims to provide valuable information, resources, and entertainment to the senior members of our community. This event is an excellent opportunity for seniors to connect, learn, and enjoy a variety of activities tailored to their interests.
  - **Action Points:**
    - Determine the venue and finalize logistical arrangements.

- Curate a program that includes informational sessions, workshops, and recreational activities.
- Reach out to local health care providers, businesses, and community organizations to participate and support the event.

#### 4. Movie Night Event Initiative

- Proposed Location: Balboa Park, Encino
- Description: A community movie night under the stars in Balboa Park. This family-friendly event aims to bring the community together for an evening of entertainment and connection. Consideration for movie selection will be focused on family-oriented films or movies with a connection to Encino to enhance local cultural appreciation.
  - Action Points:
    - Secure necessary permits from Parks and Rec and coordinate with Film LA for screening arrangements.
    - Discuss potential locations within the park with the Sports Complex authorities.
    - Engage with community leaders and offices such as CD 6, Assemblyman Jose Gabriel, Congressman Brad Sherman, State Senator Henry Stern, and LA County Supervisor Lindsey Horvath for support and participation.
    - Open a community poll or discussion for movie selection to ensure it aligns with community preferences and interests.

#### 5. Shakespeare in the Park

- Proposed Location: Balboa Park, Encino
- Description: A cultural evening in Balboa Park featuring a performance by Shakespeare by the Sea. This event aims to bring high-quality, live Shakespearean theater to the community, fostering an appreciation for the arts and providing an accessible cultural experience for all ages.
  - Action Points:
    - Secure the necessary permits from Parks and Rec for the event.
    - Coordinate with Shakespeare by the Sea to schedule a performance and discuss logistical needs.
    - Discuss potential locations within the park with the Sports Complex authorities to find an ideal setting for the performance.
    - Engage with community leaders and representatives from CD 6, Assemblyman Jose Gabriel's office, Congressman Brad Sherman, State Senator Henry Stern, and LA County Supervisor Lindsey Horvath's office for support and participation.
    - Promote the event within the community to ensure broad attendance and engagement.

#### Discussion Points:

- Finalize event dates and locations ensuring no overlap with other community events.
- Discuss and assign committee members for each event's planning and execution tasks.
- Set up sub-committees for logistics, marketing, community engagement, and sponsorships.
- Establish a timeline for each event's major milestones and deadlines.

Discussion and possible action.

### **B. Authorization and Expansion of Social Media Access for Enhanced Outreach**

**Objective:** To formalize the process for granting social media account access to the Outreach Committee Chairman and to identify and approve two additional committee members for social media management responsibilities to ensure consistent and effective community engagement.

**Background:** The effective management of our social media platforms—including Facebook, Instagram, and Nextdoor—is crucial for the Outreach Committee's ability to communicate with the community. Currently, there is a need to grant the Outreach Committee Chairman access to these platforms and to expand the team responsible for social media content to increase our outreach capabilities.

#### **Discussion Points:**

- **Current Access Controls:** Overview of the current state of access to the ENC's social media accounts, email lists, Constant Contact, and the ENC website.
- **Need for Expanded Access:**
  - Rationale behind granting the Outreach Committee Chairman immediate access to these tools.
  - The importance of identifying two additional trusted members to share the responsibility, ensuring redundancy and continuous engagement.
- **Criteria for Selecting Additional Members:**
  - Skills and experience in social media management.
  - Availability and commitment to regular posting and engagement.
  - Understanding of the ENC's communication guidelines and objectives.
- **Security and Oversight:**
  - Establishing protocols for the secure sharing and storage of passwords.
  - Regular review and update of access privileges to maintain security and accountability.
- **Training and Guidelines:**
  - Ensuring all members with access are familiar with the platforms and the ENC's social media strategy.
  - Development of a content calendar to coordinate posts and messaging.

**Action Items:**

- Nomination of candidates for additional social media management roles.
- Discussion and evaluation of nominees based on the established criteria.
- Formal vote by the ENC Outreach Committee to approve the granting of access to the Outreach Committee Chairman and the two additional members.

**Conclusion:**

- Recap of the decisions made and the next steps for implementing the expanded social media management team.
- Setting a timeline for the transition and scheduling a follow-up session to assess the effectiveness of the new arrangement.

Discussion and possible action.

**C. Involving the ENC and Community in the February Edition of The Oak Tree Flyer**

**Description:**

The February edition of "The Oak Tree Flyer" aims to increase community involvement by featuring contributions from various neighborhood council committees and board members. The goal is to showcase the diverse activities, initiatives, and accomplishments within the Encino community, fostering a sense of unity and engagement among residents.

**Action Points:**

**Outreach to Committee Chairs and Board Members:**

- Send a formal communication to all committee chairs and board members inviting them to contribute to the upcoming newsletter edition.
- Specify the types of contributions desired, such as updates on recent and upcoming committee activities, opinion pieces on community issues, success stories from past events, or announcements of future initiatives.

**Content Guidelines:**

- Provide clear guidelines on content submission, including word count, format, and accompanying visuals like photos or graphics.
- Set a deadline for content submission to ensure ample time for editing and layout design.

Photo and Description Requests:

- Encourage contributors to include high-quality photos relevant to their articles or updates, along with descriptive captions to engage the reader's interest.
- Consider a themed photo contest within the council or community to increase participation, with selected entries to be featured in the newsletter.

Editorial Team Coordination:

- Assign an editorial team to review submissions, work with contributors on edits, and ensure that the content aligns with the newsletter's standards and values.
- The editorial team will also be responsible for the layout and design of the newsletter, ensuring that it is visually appealing and reader-friendly.

Promotion and Distribution:

- Develop a plan for promoting the upcoming edition of the newsletter through social media, the neighborhood council's website, and email blasts to increase anticipation and readership.
- Explore options for distributing the newsletter both digitally and in print to reach a wider audience, including those who may not have online access.

Discussion Points:

- Brainstorm additional content ideas that could enhance the newsletter, such as a "Meet Your Neighbor" section, local business spotlights, or environmental tips.
- Discuss the feasibility of including a community events calendar to keep residents informed of upcoming neighborhood activities.
- Consider the logistics of print distribution, including costs and potential locations for community members to pick up print copies.

By incorporating this agenda item into the meeting, the Neighborhood Council can take a collaborative approach to the newsletter, making "The Oak Tree Flyer" a reflection of the vibrant and active community it serves.

Discussion and Possible Action.

**D, Enhancements to ENC Website for Improved Community Engagement**

Overview:

Following a consultation with Marilou from the Department of Neighborhood Empowerment, recommendations have been made to enhance the Encino Neighborhood Council (ENC) website. These enhancements aim to make the website more user-friendly and to facilitate greater community involvement in ENC activities.

## Key Points for Discussion:

### Ease of Involvement:

- Implement changes to simplify the process for community members to learn about and get involved with ENC. This may include clearer navigation, more intuitive access to information about committees, and simplified steps for community engagement.

### Website Administration:

- Consideration of appointing the Outreach Chairman and the Outreach Committee as the primary contacts for website administration. This involves defining their roles in content management, including posting and removing content from the website.

### Content Management Authority:

- Establish clear guidelines and protocols on who within the ENC has the authority to post content to the website and who can remove items. This will require a vote to ensure there is consensus and clarity on these roles.

### Website Design and Layout:

- Review the current layout and design of the ENC website to determine if it meets the needs of the community and the council. Discuss potential changes or updates to the website's aesthetics and functionality to make it more appealing and user-friendly.

## Action Items:

- Gather feedback from committee chairs, board members, and the community on the proposed website changes.
- Draft a proposal outlining the specific enhancements, roles, and responsibilities related to the website's management.
- Schedule a vote to finalize decisions regarding content management authority and website design changes.

## Possible Outcomes:

- Approval of a clear framework for website content management, including designated roles for posting and removing content.
- Consensus on updates to the website layout and design to improve user experience and community engagement.
- A plan for the implementation of website enhancements, including timelines and responsibilities.

This agenda item aims to foster a structured discussion on improving the ENC website to better serve the Encino community and enhance the council's outreach efforts.

Discussion and possible action.

## 5. Board member comment on non-agenda items

### Adjournment

### Next Meetings:

**Outreach Committee: March 4, 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](http://www.encinonc.org) You can also receive our agendas via email by subscribing to L.A. City's Early Notification System: [Early Notification System \(ENS\)](#)

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**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](http://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](mailto: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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto: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](mailto:president@encinonc.org) para avisar al Concejo Vecinal.