



Encino Neighborhood Council

4924 Paso Robles Avenue, Encino CA 91316 Phone: 747.282.0450

Roy Nwaiser - President
Josh Sautter - Vice President
Jennifer Luce - Secretary
Pilar DeFreest - Treasurer
Kelvin Tolbert - Sergeant-at-Arms

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

Wednesday, September 3, 2025 @7:00PM ZOOM

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**

Zoom Webinars are recorded

**IN CONFORMITY WITH GOVERNOR NEWSOME SIGNING SB411 INTO LAW ON
OCTOBER 9, 2023 AND IN CONFORMITY 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 minute 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.**

Voting Committee Members: *Kristin Moss, Chair, *Joshua Sautter, *Laure Stevens, *Roy
Nwaiser, *Rachel Perry

Alternate Committee Members: #Tess Guralnick

All committee members are present.

* Indicates ENC Board Member or Alternate. # Indicates Youth Board Member.

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.

No non-agenda comments

3. Reports from Public Officials/Departments/Community Agencies.

N/A

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

A. Review Mission Statement and Outreach platforms - Review all our current communication platforms across the newsletter, digital and social platforms. Set goals for growing our outreach and community partnerships throughout the year.

We reviewed our Year-Over-Year growth across our Outreach digital platforms - with social up 10% and our newsletter database up 4% since 2024. Our social following over-indexes the average Valley Neighborhood Council followers, and we aim to continue growing our community following and engagement. Continued focus on NextDoor, YouTube and cross-pollinating with other Encino social groups to expand our reach.

B. Communications Protocol - In reference to our current [Social Media SOP](#) (Standard Operating Procedures), discuss and refine the current “Content Submission and Approval Process”: *Content submitted to the Outreach committee will undergo a review process by the designated administrators. Post review and approvals shall be made in a timely manner.*

To provide clarity and streamline our content/communication efforts, all Outreach materials and public-facing ENC materials will be reviewed and approved by Kristin Moss, Roy Nwaissier, and Laure Stevens. This includes (but is not limited to) email blasts, social posts, flyers, newsletters, website updates, and printed materials.

C. Newsletter Brainstorm - Discuss the approach and content strategy for our new quarterly newsletter, set to launch in October.

We’re planning to revamp our newsletter to a quarterly distribution, starting in October and led by Rachel Perry. We discussed the theme of this quarter’s messaging on the strong

momentum behind what ENC has been doing to make our neighbors' lives better over the past 2 months (public safety meetings, homelessness, local news coverage), and look to utilize this to continue engaging our community to get more involved with the ENC.

D. Harvest Moon Movie Night - Finalize Outreach plans for the next community event, and how the committee will work with the new Special Events committee.

All outreach materials are finalized and approved by the city, with park permits secured. Outreach will start tomorrow, 9/4/25 with further logistical planning happening with the Special Events Committee.

E. ENC Promotional Materials ("Swag") - Finalize order for the year and any outstanding needs.

With our approved budget we confirmed ordering custom ENC stickers and bag clips, to be ready for Movie Night, and shared at other events throughout the year.

F. September Outreach Priorities - Align on communication priorities for the month:

- Harvest Moon Movie Night
- Public Safety Meeting recap
- PLU/Traffic Committee meetings & Amestoy Bridge discussion

We are aligned on the priorities above, and discussed how to approach high-priority meetings like the Amestoy Bridge discussion. In learning from our highly attended Public Safety meetings this month, we'll be notifying the community of the meeting in advance, and providing a recap, ensuring we stay neutral and informative in our communications.

Adjournment.

Next Meetings: Outreach Committee: Thursday, October 9, 2025 @ 7pm on Zoom

Announcements: Please see the Encino NC website for announcements of other events and to join our mailing list. [Here](#)

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.

IN CONFORMITY WITH THE OCTOBER 6, 2023 ENACTMENT OF CALIFORNIA SENATE BILL 411 (PORTANTINO) AND LACITY COUNCIL APPROVAL ON NOVEMBER 1, 2023, THE ENCINO NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED VIRTUALLY.

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

SB 411 Updates: In the event of a disruption that prevents the eligible legislative body from broadcasting the meeting to members of the public using the call-in option or internet-based service option, or in the event of a disruption within the eligible legislative body's control that prevents members of the public from offering public comments using the call-in option or internet-based service option, the eligible legislative body shall take no further action on items appearing on the meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. Actions taken on agenda items during a disruption that prevents the eligible legislative body from broadcasting the meeting may be challenged pursuant to Section 54960.1.

(C) The eligible legislative body shall not require public comments to be submitted in advance of the meeting and shall provide an opportunity for the public to address the legislative body and offer comments in real time.

(D) Notwithstanding Section 54953.3, an individual desiring to provide public comment through the use of an internet website, or other online platform, not under the control of the eligible legislative body, that requires registration to log in to a teleconference may be required to register as required by the third-party internet website or online platform to participate.

(E) (i) An eligible legislative body that provides a timed public comment period for each agenda item shall not close the public comment period for the agenda item, or the opportunity to register, pursuant to subparagraph (D), to provide public comment until that timed public comment period has elapsed.

(ii) An eligible legislative body that does not provide a timed public comment period, but takes public comment separately on each agenda item, shall allow a reasonable amount of time per agenda item to allow public members the opportunity to provide public comment, including time for members of the public to register pursuant to subparagraph (D), or otherwise be recognized for the purpose of providing public comment.

(iii) An eligible legislative body that provides a timed general public comment period that does not correspond to a specific agenda item shall not close the public comment period or the opportunity to register, pursuant to subparagraph (D), until the timed general public comment period has elapsed.