



## Officers

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11/10/11  
Outreach & Volunteer Committee Meeting  
Approved Minutes

[www.encinocouncil.org](http://www.encinocouncil.org)  
[www.encinonc.com](http://www.encinonc.com)

### **Meeting starts @ 6:41 PM.**

**1. Attending:** Debbie Watson, Diane Rosen, Natalie Alchadeff, Eliot Cohen (Chair) - Voting Members. Not in Attendance: Sharon Brewer Shelley Rivlin (ENC -Sec) as Advisor and Stakeholder and introducing new member - Shayne Callan (Shayne recently worked at Tuesday Morning Store and is a Stakeholder in Encino).

2. Minutes from last meeting approved.
3. Short discussion held on Upright Fabric Banners/Feather Flags. Motion to look in to pricing adopted. Motion Chair will look in to pricing of Feather Flags.
4. Letter to Gelson's (see below) to support email drive in Gelson's parking lot approved with grammatical changes. **Consent Item**
5. O&V suggests reappointing official representatives to Valley Alliance of Neighborhood Councils (VNAC) and Los Angeles Neighborhood Council Coalition (LANCC). Diane Rosen has volunteered. It was also suggested during the discussion that Glenn Bailey would also be interested in being an official rep of the ENC. Motion: O&V moves to re-appoint Diane Rosen and other ENC Board Member to become Official Representatives of the ENC to VNAC & LANCC.
6. All Donations to LAFD, Schools, Libraries and other worthy causes should be publicized. Chair of O&V is instructed to help compose a Press Release about our donation of badly needed communication equipment for Fire Dept with the help of the Public Safety Equipment.
7. The Encino Oak Tree or Lang Oak Tree - L.A. Historic-Cultural Monument #24 on Louise Ave. was characterized by Katie J.M. Baker of the NY Times as a "The dusty stump was strewn with trash."  
(<http://opinionator.blogs.nytimes.com/2011/10/26/home-is-where-the-jamba-juice-is/?scp=2&sq=Encino%20CA&st=cse>)

QuickTime™ and a  
decompressor  
are needed to see this picture.

O&V discussed Gorilla Gardening, causes of the Tree being knocked down and Community Gardening Permit. Our newest member Shayne Callan agreed to pursue a Grant of Public Works for the Adoption and Improvement of a Median. Shayne takes over an extensive file from Ms. Rivlin.

8. No Public Comment.

9. Member Comment. Suggested for the Chair to contact John Ornstein and Theresa (ENC office staff) on status on Newsletter. Why are not emails of Committee Agendas not blasted out to entire ENC Mailing List inquired Member Diane Rosen (also PLU Chair)? Should the email system be under the control of only the President of the Council?

10. Adjournment 8:17 PM.

#### **Letter to Gelson's**

Ms. Donna Tyndall  
Sr. Vice President Store Operations  
Gelson's  
P.O. box 1802  
Encino, CA 91462

Dear Ms. Tyndall;

*The ENC a Short Intro:*

The Encino Neighborhood Council (ENC) primary goal is reaching out to the community and keeping the residents of Encino informed about developments that affect our community. The information we pass on is diverse in nature: pending developments in the Neighborhood are voted on by various committees of ENC after community input, Traffic Problems, DWP proposed fees & projects are discussed, Coyote Control, Community Preparedness, should plastic bags be phased out, and more, are continuously discussed at the ENC. We also have an open forum during our meetings where residents can come before the council to speak their concerns. We have helped sponsor emergency kits in LAPD. We have given vital communications equipment to the LAFD so ground crews can communicate with water dropping helicopters during landings and takeoff during reloading of their water tanks.

*Our Mandate:*

Our mandate is to keep the community informed and do continuous outreach and be the "filter" for the community to our City Council or Councilmen (P. Koretz & Michael Englander) as to community needs, wants and policy thoughts. This is especially so now that we have Paul Koretz who actively listens to the Neighborhood Council.

*Our Need:*

The ENC mailing list is about 1200 stakeholders. Encino is a community of 45,000 residents. This means we are reaching less than 2% of the people who have a stake in what happens in Encino. I fear that we are under serving our Neighbors, your customers. Therefore, in order to inform more people effectively we would like to hold an email gathering "event" outside your store. This would consist of a small table where a couple of ENC members would gather names and emails so we can send those who wish updates about meetings and information about community important developments. In exchange for this information we hand out reusable Encino shopping bags with information your clients can use (Phone #'s to City Services, Councilman's Office and Earthquake Safety, are usual handouts). Presumably giving away some reusable bags the environment will benefit a bit, too. I would be happy to work with you on dates that would be most convenient for the Encino Store.

Sincerely,

Louis Krokover  
President ENC

Eliot Cohen  
Volunteer Representative  
Outreach & Volunteer Chair