

Special Joint Board Outreach Committee Meeting

Minutes

June 20th, 7:00pm

This meeting is being held by the Sunland-Tujunga Neighborhood Council using teleconferencing pursuant to Government Code Section 54953.8(a)(2)(B).

1. **Call to Order, Welcome** - Ross Herman, Vice President, 7:04 pm

Roll Call - Karen Moran, Recording Secretary: Present (members) Ross Herman, Cheryl Schmidt, Leny Freeman, Karen Moran, Mark Siegel. Present (Non-members): Susan Denning

2. **Public Comments: Non-agenda items under the committee's jurisdiction.**

- a. Cindy – Field Day is Saturday, June 22, 2024 from 11am-11pm, at Arts Center College of Design (West Pasadena), in the back parking lot. Many people from all backgrounds will be there. The purpose is to practice emergency skills in the event of a disaster and Ham Radio.

3. **Approve/Review May, 2024 Outreach Committee Meeting minutes** - Karen Moran. A motion was made and passed to approve the minutes.

4. **Discussion/Possible Action: Upcoming Outreach Events & Budgets**

- a. **June 22nd (Saturday) Movie Night** - Ross gave a status of purchases, fliers, food paid for and held at Smart and Final, who will be doing set-up and logistics of picking up items at the storage shed. Cindy noted that fliers can be worked with Lydia. Cheryl was encouraged by Ross to put out social media notices for Movie Night.

- b. **4th of July (Thursday)**

- Cheryl felt confident that the truck will be available for the 4th; people are welcomed to go to her house the evening before to decorate the float (~ 6 pm). Cheryl will give her address when contacted. Cheryl said people will need to bring their own chairs, not doing haybales this year. Leny suggested we use the chairs we have and we can decorate them also. Cheryl suggested we might use the signs they already have (e.g. Happy 4th of July) to protect their face; they had used flags previously to protect themselves.
- Cheryl described the gathering event (donuts, etc.) and callout protocols for the parade. Cheryl said that if anyone was afraid of the water balloons, they might ride in the truck with Trevor.
- Cindy said Joe DeCenzo is the Parade Grand Marshall.

- c. **National Night Out** - August 6th 6-9pm (Tuesday). Per Ross, Nina is handling National Night Out. Cheryl said Nina is on top of everything. Cheryl has a list of volunteers, be there as early as 4pm. Cheryl's line-dance friends will come and there will be a dance area. Cheryl will reach out to the Fire Fighters and is seeing if we will have bomb-sniffing dogs.
- d. **Future Outreach Event Ideas** – Per Ross, there is a gap from National Night out to Halloween. There are Town Halls planned during this time.
- e. **Other events** – Cindy noted that there was a Community Fair earlier in the day (June 22) at Sunland Park at 10am. Cheryl gave additional details about this event.

5. Discussion/Possible Action: Committee Outreach Materials

- STARC Bus Benches - Will be voted on by Board in July.
- July 18th and August 15th are future meeting dates for Outreach.
- Create STAT Logo with Pat/Mapi/Lallah/Cindy/Lydia
- Monthly Newsletter - Expanding, submissions, etc.
 - Ross suggested perhaps a shorter newsletter, in addition to the monthly newsletter, would be good to stay more current in advertising events. Susan wanted to see more 'meat' such as our (STNC) accomplishments, and more timely notices noting that sometimes the ad comes out after the event has occurred. Ross said that the primary focus was to advertise events for the community and noted that readership of the newsletter was limited. Ross noted that more meatier items are also available on the STNC website (CIS, etc.).
 - Susan felt that the NC was 'weak'; Ross noted that we are more challenged than ever by rules and regulations from the City but would persevere.
 - Ross welcomed input from others for the newsletter.
- More social media presence. Ross encouraged Cheryl to help out; his social media expertise is limited.
- Promoting our own accomplishments better - Cindy said NC has existed since 2003 and we are known throughout the city for things we have done over the years; politics have changed but we do our best to represent the community and noted that we could use more community involvement. Cindy felt we could do a rotation for the newsletter to off-load Ross. Susan (again) encouraged STNC to promote their accomplishments; Ross will see if this can be part of the newsletter.

6. Discussion/Possible Action: April/May/June Upcoming Events

- **Upcoming Town Halls**
 - Meet the new Chief Planning.
 - Our Neighborhood Voices.
 - Land Use Planning.

- Back to School. Meet Principals, what programs are offered, etc.
- **Community Improvement Town Hall Ideas**
 - How to access your local government
 - access/submit CIS's
 - Contacts for various local needs
 - ways to volunteer
 - how to vote in upcoming elections
 - **Future Town Hall Ideas**
 - Ross felt we needed to give info about voting.
 - Susan felt we could have an event to get the community aware of what is going on and possibly be able to recruit people to help (back to school, Coffee with a Cop, etc.).
 - Ross suggested the in-person Town Hall that includes the Police. Susan suggested other people that could talk also. Cheryl said that she communicates with the SLOs regularly and for homeless liaisons she wasn't sure who the best representative. Susan emphasized that STNC has to repeatedly tell the community what we have accomplished. Ross felt the community needed to reach out to us, also, and that we need to engage them where we can.
 - Community Improvement Ideas – Cindy said we've tried to improve the community for over 20 years and we will keep trying. Cindy said that our STNC specific plans will now be merged into the community plans, an area that Jon Von Gunten has been active in over the years. Cindy said we have experienced positive results in doing outreach through Starbucks and that there are many other community concerns - homeless issue, historical sites, etc.
7. **Discussion: Region Rep Updates / Filling Board Vacancy - Region 4.** Ross encouraged people to continue to look for a person who would be interested in this position.
 8. **Committee closing announcements** - none.
 9. **Future Agenda Items - Discussion only.** Ross encouraged Susan to reach out with any ideas she has going forward.
 10. **Adjourn.** 8:07 pm