

SUNLAND-TUJUNGA NEIGHBORHOOD COUNCIL

Special Outreach Committee Agenda Thursday January 16th, 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, 7:04pm
2. **Roll Call** - Karen Moran, Recording Secretary
 - a. **Present:** Ross Herman, Cheryl Schmidt, Karen Moran, Leny Freeman, Mark Seigel, Sherry McCoy. **Public Present:** Susan Denning, Cindy Cleghorn.
3. **Public Comments: Non-agenda items under the committee's jurisdiction**
 - a. Cindy noted that there was a Memorial Service for Marlene Hitt this Saturday, January 18, from 2-4pm at the La Crescenta Presbyterian Church, 2902 Montrose Ave. 91214. Marlene was involved in the STNC and a valued and loved member of the community. STNC members are encouraged to attend.
 - b. Susan Denning, asked how (Council Office CD7 Deputy) Ricardo Flores was doing with his community Evacuation plan. Ross said that at a recent meeting he went to (at Hansen Dam), many individual NC Evacuation Plans were in development at this time.
 - c. Membership for Outreach was discussed; Cindy said that we cannot have more than 5 members from the Board. Mark plans to leave in May. Our new members, Deborah and Armen, may be candidates.
4. **Approve/Review October, 2024 Outreach Committee Meeting minutes** - Karen Moran. A motion was made by Leny to approve the October 2024 Outreach minutes, seconded by Karen. The motion was approved.
5. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets**
 - A. **What do you want to do as a committee in 2025?**
 - a. Ross mentioned that STNC has the usual commitments (e.g. National Night Out, Halloween event, etc.), but asked if there was another event we wanted to do, other than the Small Business Bazaar. Cindy said her business is having a shredding event in April or March, which might be an Outreach opportunity. Cheryl said that one event we do is the Easter Egg event at Sunland Park and we needed to put it on the February agenda for Board approval soon. Ross noted that events at Sunland Park are usually very successful. Ross said he is trying to create a google doc that covers entire year's events and hopes that by the end of February it will be done.

- b. Ross said that he wants to get a jump on National Night Out but will need a sub-committee, with Nina no longer heading it. Cheryl said that for the last 3 years, LAPD volunteers gave out information about joining LAPD and noted that she will be limited in her support due to personal reasons which will make her unavailable during the event and days leading up to it.
- B. Update - Outreach materials.** (i.e. totes, beach balls, etc...) – Ross has a list and will order before end of month.
- C. Update -“Small Business Bazaar” in late March or April.**
 - a. Ross said he will start to meeting with local small business owners (starting at Sunland Blvd and going down to Lowell) that would be interested. Ross wants to invite a large swath of the community businesses. The location is not determined. Ross would like to have tables for each business where they can give out their contact info/business cards. Susan asked why we can't we use City Hall. Ross said the City does offer it for our events but the issue is cost if on weekend is during an evening or weekend; we have to pay extra for security (\$800 for 4 hours for example). Insurance should not be an issue if will fill out the Event form.
 - b. Ross wants to do spotlight on new businesses in the area and would like to put their information (address, etc.) in newsletter. Ross will reach out to Ricardo and collaborate with CD7 for their promotional materials. Ross would like this to be an annual event if successful. The event will include McGroarty Arts Center also but not necessarily chain-stores such as Ross.
 - c. Karen suggested using Sunland Park, noting that Ross had previously said that all our events at the park have been successful. This provides families with other things they can do (play equipment for the kids). Leny noted that with local games, etc. at the park, the parking lot can fill by by 9:30 am. Ross liked the potential location and will see if there is a date when the park is not supporting other activities to potentially get a better slot. a lot of people show up and parking lots filled by 9:30am. Maybe we could get a slot. Ross encouraged people to send him an email if they had other ideas, needed by end of month (January) to plan the logistics.
- D. Update - Outreach materials for tree watering events.** (5 gallon buckets w/ lids & 2 gallon jugs with caps)
 - a. Ross anticipates using the local Harbor Freight and also Amazon to get and noted that some people had concerns about carrying buckets in their cars that could spill.
- E. Election Material Review and discussion**
 - a. Cindy sent out Election materials to review. There will be one mailer sent out to the community and a discussion ensued about what the mailer should focus on and when it should be sent out. The mailer is expensive and could be sent out earlier than the elections if the focus is on getting people to run for a position, or it could be sent out later if the focus is on reminding people to vote. One mailer, send before elections or after with who HAS been elected. There will be Ross noted that there will be vacancies. Karen noted that it would be good to include information that encourages people to join if there are vacancies, even if not during the election cycle. Ross showed promotional material examples. Cindy and Lydia will be doing the final design/send. Cindy and Leny felt we needed to focus on getting new people to run for offices and be involved. Susan said that the mailer example shown was too busy and we needed to get a better design that won't overwhelm people with information.

Leny and Ross agreed Ross has been looking at fliers that have been coming in and evaluating ones that catch your eye (color schemes, presentation, etc.) and suggested that a focus be on a question like “Do you care about Sunland Tujunga?” to encourage people to read the mailer. Ross said there is room for improvement and Cindy appreciated the feed-back. Cindy said that the mailers going to the “Local Postal Customer” and the size (6x11 inches) are the least expensive way to proceed. Cindy noted in years past that people shared that getting the mailer was the first time they remembered getting anything from STNC and people appreciated the printed version. There are about 17-18,000 direct mails that are sent out and the rough cost of each is about 20 cents.

- b. Susan said timing of when mail goes out is also important, need to be careful not to procrastinate with an election date of May 17th coming up; the end of April would be a good time for the fliers to go out if the focus was on encouraging people to run for an office. Social media promotions will be closer to the election event, including the STNC website. Cheryl said candidates need to apply a long time ahead of the Election Date, driving the send-time. Cindy said you have to submit candidate applications during the month of March. The end of April was agreed on with the focus being to encourage people to run for office.
- c. Ross can start to modify the artwork and asked if the artwork has to be approved by the Board. Cindy said Lydia directed that we should follow what we’ve done in previous years as an overall approach. Ross said we will focus on social media advertisements as elections get closer. Cindy said we would need to say why someone might be interested in running for the Board (e.g. to improve the quality of life for the community). Ross said we will stick to the red and white theme color for STNC.

F. National Night Out sub-committee discussion – Ross said that we need to develop a sub-committee for National Night Out; while Nina will be guiding the effort, she will not take the lead role she has in previous years. This is a transition year. Ross will reach out to Cheryl and Carol who have been very active also in National Night Out.

G. Discussion of recent fire events and future plans, measures, committees, events – Susan suggested putting short blurbs into the STNC newsletter each month to provide information and hints for people for future use if/when an event happens like the recent Los Angeles fires; for example providing guidance for an evacuation alert vs. evacuation warning or including a suggested “take with” list so people can prepare what needs to be taken during an evacuation (e.g. medical records, vet records, tax documents, etc.). Providing information in small increments would not overwhelm people. Cheryl showed a checklist of what items are recommended to take and will send the list to Ross. etc.). Ross encouraged people to send emails with inclusions/ideas, he doesn’t mind getting emails from us at all.

H. Assigning new people to assist with Newsletter. Ross said he needs people to help out with the Newsletter. Susan gave feedback as a resident about what she would like to see, helping Ross. Ross said that Mapi shared she benefitted from people sending her things to include, including local events that she might not have known about. Ross said that providing a pdf of a local event is the easiest way for him to include in the newsletter. Ross uses a tool called CANVA and will give a tutorial during the next Outreach meeting to encourage people to help with the newsletter. Leny is willing to help as he can.

6. Discussion/Possible Action: Committee Outreach – Ross said that dates (below) are flexible; we need to be meeting every month, and we need to meet quorum. Ross will continue to send out reminders as meetings approach. Ross said that if people think of things to add to the agenda,

please let him know. Ross aid that Cheryl and Sherry have been helpful in getting things on the STNC social media; material does not have to go through him.

- Confirm February & March - Outreach meetings, events budgets (Third Thursday)
- February 20th, 2025
- March 20th, 2025
- Monthly Newsletter - Expanding, submissions, user increases, etc.
- More social media presence.

7. **Discussion/Possible Action: Feb/Mar/Apr. Upcoming Events.** Ross encouraged people to reach out to him as any more details or new events are known. Ross acknowledged volunteers that have joined committees/board including Susan, Armen and Deborah.

A. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7

B. Other Outreach Opportunities Volunteers

8. **Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy**

9. **Adjourn.** 8:28pm