

# Special Outreach Committee Meeting Minutes

**August 15, 2024, 7:30pm**

*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, 7:46 pm
2. **Roll Call** - Karen Moran, Recording Secretary. Present: Ross Herman, Cheryl Schmidt, Leny Freeman, Karen Moran, Mark Siegel. Also attending: Cindy Cleghorn
3. **Public Comments: Non-agenda items under the committee's jurisdiction.**
  - Cindy attended an Area Planning Commission today; she noted that it was difficult to hear participants which she voiced. Cindy said a case from the past was on the agenda to vote on; STNC had submitted a comment paper at the time. Cindy encouraged us to attend these meetings.
4. **Approve/Review July, 2024 Outreach Committee Meeting minutes** - Karen Moran. Minutes from July were reviewed and the motion to approve was passed.
5. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets**
  - A. National Night Out Recap – Ross said it was a fantastic event and recognized Nina and Cheryl's efforts to make it successful.
  - B. Discuss/Approve - Up to \$500.00 (once itemized) outreach materials. (i.e. totes, beach balls, etc.). Ross will make a list of items for purchase. Mark suggested Oriental Trading as a source for items and buying the night lights. Motion made and approved to spend up to \$500 on Outreach materials.
  - C. Town Hall Meeting: October. Discuss dates, invites, location, materials, volunteers, etc.
    - Ross has reached out to Ricardo for the October Town Hall (planned for Saturday, October 5<sup>th</sup> or 12<sup>th</sup>) and NVCH was offered. Ross has filled out the Event form for the Town Hall which will be voted on in the General Board meeting. Ross has proposed a multi-prong event that focuses on Community engagement to learn more about STNC and how to contact state representatives, encouraging community involvement. The SLOs will be invited also. The event will be geared toward upcoming elections (national elections and STNC's elections). Ross would like to have the heads of Committees be able to promote themselves at the Town Hall.
    - Cheryl commented that if we have officers there, we will not need to pay for security which can be expensive.
    - Ross said that Aurora is available on a week-night, but not a weekend. NVCH regular hours go to 7pm so it would have to start earlier for tear down also or possibly pay for extended hours.
    - Ross noted that Outreach materials (just voted on) can be used for this event also.

#### D. Future Outreach Event Ideas - September-November

- Community Improvement Town Hall – October.
- Small Business Fair. Ross would like to plan a small business event for local business for them to connect with each other and to promote themselves in the community in the November time-frame.
- Karen commented that some of the YEAC Town Halls might be included in the list of consideration for future Town Halls. YEAC is inactive at this time.

#### 6. Discussion/Possible Action: Committee Outreach Materials

- STARC Bus Benches – Ross has the paperwork for final submittal of design/ads.
- Cindy said that the light-pole banners are up now, some are now on Commerce Avenue. These banners support our artists and encourages the community to get involved.
- Mark commented that more Movies in the Park would be welcomed and we could put fliers in some of the businesses including the newly opened Ross store. Ross commented that more movies would reduce the fee for movie licensing considerably, making it more cost effective and if there is a way to piggy-back with others that host movies in the park, we should incur a financial advantage also.
- Cindy commented that for the air conditioner give away, people may not go to Pacoima but we can still get the information out to the community.
- Cindy suggested that for the Sept 28<sup>th</sup> Neighborhood Congress, STNC may make a financial contribution in the \$250 range for refreshments. This event is an opportunity to meet city officials and network. Mark said he went last year and found value in attending; it is primarily a networking event. Ross felt it might be too late to donate funds, but he would see what could be done (talking to Lydia, etc.)
- Ross suggested that STNC donate money for renting a Golf Cart for the McGroarty Chili Bowl Feed. Ross said the date is unknown but we should get it rolling to be timely for the event.
- Mark said that Burger Band and Brew will be at the McGroarty Art Center this weekend.
- Outreach meetings, events budgets (Third Thursday) dates were identified for future Outreach meetings:
  - September 19th, 2024
  - October 17th, 2024
- Monthly Newsletter - Expanding, submissions, etc. - More social media presence.
  - Mark said the newsletter is going more smoothly with time and encouraged people to submit relevant material that can be included, including cross-over with other communities' events. The deadline for this month's newsletter submittals is 10pm August 23<sup>rd</sup>.
  - Ross noted that social media coverage is important but would like to get volunteers who are more knowledgeable to support coverage.

## **7. Discussion/Possible Action: Sept/Oct/Nov Upcoming Events**

- A. Halloween Event at Sunland Park – we do not host this event but will have a presence there, providing refreshments.
- B. Mark suggested we have pancake breakfasts in the future as a fun event.
- C. Ross will make individual fliers for each committee that can be handed out at events.
- D. Ross noted that Lydia was encouraging additional movie nights - possibly 3 that could go even into December. Earlier sunsets will mean that we can start movies earlier which is a bonus. Ross said that Beatlejuice is one candidate that Lydia suggested.

## **8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy - Region 4 & Committee closing announcements**

- Cindy said we are working on election procedures for a May 25 STNC Election Day. We will need to pull together a Committee and encourage people to run for offices. Information and suggestions should be provided to Cindy so we can present at the next General Board meeting.
- Ross suggested that we may consider a small group of people to focus on homelessness even with our STNC area. A dedicated committee may be effective in petitioning the Mayor's office about our concerns.
- Ross said that using the 311 app (which Officer Godoy suggested) was effective when we note homeless issues.
- Ross said that homelessness is a continuing community concern. KT is our homeless rep but we may have two representatives. While there have been no other volunteers, Ross said he may assume the role of the second rep himself. Karen expressed concern that Ross is already over-subscribed but Ross said that his motto is "The measure of a man is the burden he is willing to bear. "
- Cindy said it is unacceptable to hear that SLOs can do nothing about people on the street legally - we have to find the tools to fight homelessness. Gov Newsom has now handed the problem over to the local cities.

## **9. Adjourn. 8:42pm.**