

Special Outreach Committee
Minutes
June 19, 2025, 7:00 PM

1. Call to Order, Welcome - Ross Herman, Vice President, 7:06pm
2. Roll Call - Karen Moran, Recording Secretary. Present: Ross Herman, Karen Moran, Leny Freeman, Sherry McCoy, Cheryl Schmidt. Absent: Mark Siegel.
3. Public Comments: Non-agenda items under the committee's jurisdiction.
 - Karen provided a status on the Town Hall meeting that occurred Tuesday, June 17th, at the Aurora Banquet Hall (in-person) with additional insights provided by Sherry. The event was attended by about 33 people including the Land Use Committee Board members. The issue of primary concern is the State's plans to build a 6 story, 63 unit apartment building for low income with inadequate parking planned and in violation of the current code for buildings to be 3 stories or less. With a high fire zone designation in the surrounding area, there is already inadequate ingress and egress in the event of an emergency (e.g. earthquake or fire) which will be exacerbated with the addition of this multi-unit apartment complex. The building is designated ED1 by the State and they are not obligated to provide any parking at all and all infrastructure needs (power, sewage, etc.) have to be covered by the City of L.A.
4. Approve/Review May, 2025 Outreach Committee Meeting minutes - Leny made the motion and Sherry seconded. A vote was taken and the minutes were approved.
5. Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets
 - A. 4th of July Parade Updates. Ross provided an update. The American Legion and Rotary Club are supporting the parade; donations, including STNC and local business, have been given. Promotional materials are coming out at this time. Sherry, Ross and Cheryl have been active in promoting the parade. Cheryl commented that at the STNC General Board meeting only 2 people, to her knowledge, said they wanted to be in the parade. The concern continues to be being pelted by water guns and water balloons that can (and have) caused injury. Karen said that she thought 3-4 people had indicated interest although she couldn't identify who they were but felt they were some of the newer members. Cheryl said that she would support another event happening in the parade if STNC didn't have a vehicle with members in it. Ross said that we need a dozen people to go along the parade route, wearing a vest, reminding people and giving out promotional material. Ross said that there is a local club, Car 86, that plans to have 30-60 cars in the parade. Cheryl asked if there would be a soak zone and Ross said absolutely not. Karen still feels that handing out paper to the waiting crowds warning that if there is another water event the parade would no longer continue would be effective; people had the time to read waiting for the parade and might help discourage others in the crowd from doing mayhem with water balloons and guns, etc.. Sherry asked if there was a way to contact the LAPD other than whistles in the event of a problem; Ross said only walkie-talkies but the LAPD should be close-by. Ross said that there is another meeting Wednesday at 7pm to finalize details and offered his jeep for use in the parade if needed.

- B. Update - Outreach materials. (i.e. totes, beach balls, etc.) – Ross said that we still need to purchase the materials.
- C. National Night Out – Updates. Lydia and Nina have been working on National Night out with Ricardo Flores. Cheryl has also been working on the event although she will not be able to attend. Cheryl identified one woman who was very helpful in the previous year and suggested she be contacted and asked to help again; Ross remembered her and agreed. Cheryl will line up volunteers and is still figuring out the game booth situation. Cheryl thought that the band was the same one used last year; Ross asked Cheryl to talk to Lydia about it and see if that was the case.
- D. Future Projects – none identified.
- E. Karen said we need to push our board and new members to join Outreach.
- F. Election review/results and discussion. Ross commented that the voting turn-out was not what was hoped for and that people who did not get boarded will be offered other positions that are available.

6. Discussion/Possible Action: Committee Outreach

- Outreach meetings, events budgets (Third Thursday)
- Next Outreach Committee meeting is the Third Thursday of the month, July 17th, 2025
- Monthly Newsletter - Ross has been heading monthly generation of the STNC newsletter but said that he is out of bandwidth to continue to support it and hoped that another member of the STNC that he felt would be a good person to pick it up would be able to continue. There will be no June newsletter.
- More social media presence.

7. Discussion/Possible Action: Feb/Mar/Apr. Upcoming Events

- A. Other Outreach Opportunities. Ross said that there are currently 3 fliers out at this time - one for the parade, another to thank donors, and another to encourage more volunteers.

8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy – no discussion.

9. Adjourn. 7:46pm.