

**September 22, 2022**

1. **Call to order**, Cheryl Schmidt, acting Chair
2. **Introductions - Committee structure**
  - Shauna Scanlon has been voted in as Vice President of Outreach; pending completion of courses will be able to vote; Shauna will be the Chair of this Committee in the future
  - Cindy noted that Shauna would be the Chair for Outreach in the future; Outreach is the largest sub-committee in STNC and is one of the most important to reach the community.
3. **Approve minutes** – approved
4. **Committee comments** - none
5. **Comments regarding: Pinewood Elementary Back to School event**
  - Successful event; report given at the Board meeting. The school has an event in the spring and we are invited to return.
6. **Discussion: Status of prior outreach efforts**
  - Making It Happen -\$1500.00 for Back To School Backpack: will have items in back packs (crayons, water bottles, stickies, etc.)
  - Coffee & Tea with STNC: Successful event at the Backdoor Bakery, 10 Board Members supported it.
7. **Discussion: Halloween event by Arts and Education Nation.**
  - Guest, Mercedes De Castillo: Property allocated is no longer available so will have to redact event for this October, but will try for an event in November/December.
8. **Discussion: Movies In the Park:** Up to \$2,000.00. Next steps: dates, details
  - Can have event at Sunland Park, or McGroarty, or Tujung Little League for venue. Suggestion to move it to March/April to have time to organize it. If Sunland Park, will need to rent porta potties; current state of bathrooms is not good. Tujung Little League is remotely located, but could have it after a game; good parking. Little Landers might be the safest with bathrooms and lights. Need to check out different venues and do a more detailed comparison. Possible to have a venue where people can buy food; would need to verify if this is ok. Need to do a comparison on pros and cons for different venues.
9. **Discussion: Sponsor/Partner with Tujung Little League (\$2,000 for movie night out)**
  - It could be that Tujung Little League puts it on and we sponsor them, not having to have the 30 day notice with the city. Will need to research more.

**10. Discussion/Action: Approve up to \$1,000 to replenish outreach items, giveaways, printed items**

- Motion passed to approve \$1,000 to replenish items - Items could be tri-fold brochures, post-it notes, magnet contact info, back-pack items, coloring books, thank you cards, etc.

**11. Discussion/Vote: Certificates of appreciation for individuals/groups for community service; suggestions of persons/groups/business'.**

- Suggestion to thank Backdoor Bakery for their hospitality, should be Certificate of Appreciation (Reno Goodville at Backdoor Bakery). Belinda will ask Reno to attend Board Meeting to give Cert of Appreciation. Motion passed to give Cert of Appreciation.

**12. Discussion: Election Outreach and Budget Projections**

- Cindy discussed Election schedule. Our Election date is June 3, Saturday. Locale is TBD (North Valley City Hall, Library, Apperson Elementary are possibilities). Will do a candidate forum when candidates are identified - under Outreach. First thing is to identify candidates; there is a web-site where people can sign up and can register to vote. Budget has been \$8,000 in the past but went as high as \$15,000. Info, including time-lines, at <https://clerk.lacity.org/clerk-services/elections> and click on Neighborhood Council Elections. 2023 NC Election Timeline is one option that provides all the deadlines for elections coming up.
- Per Cindy - Previously STNC has projected in advance what it would do for events, banners/flags, arranging social media in advance, and mailings to every household, newspaper ads, etc.

**13. Discussion: Digital Communications Policy in effect Oct. 4**

- Policy it to understanding rules for digital/social websites. More info to follow.

**14. Discussion/Action: Future Agenda Items**

- *Coffee and Tea* - Possibly Tujung McDonalds if we can meet indoors, or IHOP if it needs to be outdoors – IHOP has an outdoor section. Motion passed for Saturday, November 5, location TBD.
- *Cupcake decorating event* – possibly in conjunction with Bolton Hall event. Elks sponsored the event last year. To be discussed during the next Outreach meeting.

**15. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS** – Leaf-blowers to be electric in the future, will get info out about it in the future. Also Chamber of Commerce looking for new members; see their website.

**16. Announcements:** Next Outreach Committee meeting: October 20, 2022 @ 7 PM

**17. Committee Closing Comments, Acknowledgements** – thank you for supporting, and thank you in particular to Cindi for all the good information.

**18. Adjourn.** 8:22pm