

Special Outreach Committee Minutes

July 18, 2024, 7:30 pm

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
 - **Roll Call** - Karen Moran, Recording Secretary: Present (members) Ross Herman, Cheryl Schmidt, Leny Freeman, Karen Moran, Mark Siegel. Present (Non-members): Lydia Grant, Nina Royal, Sherry McCoy, Susan Denning, Miran K, Carol Hutchinson
2. **Public Comments:** Non-agenda items under the committee's jurisdiction. None.
3. **Approve/Review June, 2024 Outreach Committee Meeting minutes** - Karen Moran
 - Ross reviewed the June minutes; a vote taken and passed to approve June 2024 Outreach minutes
4. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets**
 - **4th of July** (Recap) – Ross noted there was a problem with water balloons and the community came together to address it.
 - **National Night Out** August 6th 6-9pm (Tuesday)
 - Nina provided an update; things are progressing nicely. Nina said they would need about 6 saw-horses picked up at 7am. Nina coordinated help to pick up saw-horses, watermelon, etc. with members volunteering including Ross, Leny, Cheryl and Lydia.
 - Lydia put in orders that include balloon-sticks, glo-sticks, long balloons to make balloon animals, banner, stickers for kids, stickers, height-charts, signs, garden banner, balloons, garbage-bag holders for recycling, liquid bubbles, red tablecloths, red paper plates, bubble machines (2) for a total less than \$300. Lydia has prizes for kids. Lydia said we can buy some items that will expedite some items; let Lydia know what is needed.
 - Nina said we will bring the normal promotional materials also. Ross can help get items from the storage unit.
 - Lydia asked about kid's games; Cheryl felt there would at least be 3 booths. Nina may need more banners. Lydia will get (200) fliers (colored) that are 8.5x11 and additional smaller (black and white) fliers (quarter-sheet size). Also pins, and ribbons that can be wrapped around trees.

- Nina asked if any Committees would like a table. Lydia said Our Lady of Lourdes “Fun Days” people requested a table to promote their event and “Artists for a Better World” requested a table also.
- Lydia asked Nina to invite our Sheriffs and Highway Patrol also.
- **Future Outreach Event Ideas - August-October**
 1. The Community Improvement Town Hall in September will address upcoming elections (national and STNC). Lallah has identified a possible venue, possibly a week-day evening event. If on a weekend, September 14th is a candidate, being aware that other dates have STNC conflicts. Susan noted that upcoming elections might also limit the event dates. Ross suggested a zoom meeting (or a hybrid meeting) might help and Susan felt this was a good plan. Lydia said we did have a successful zoom meeting in the past.
 2. Small Business Fair – October or November. Ross said it could be a venue to get small businesses together.
 3. Lydia would like another Movies in the Park in September or October, possibly Beetlejuice.

5. Discussion/Possible Action: Committee Outreach Materials

- **STARC Bus Benches** – Update. Ross said the ads have been approved by the General Board and is now being worked through the City. Ross acknowledged the STARC’s support.
- **Outreach meetings** will be
 - August 15th, 2024 (Day after general board meeting)
 - September 19th, 2024
- **Monthly Newsletter** - Ross asked for inputs by Friday July 19), 10pm with expectations to have the newsletter released on Monday. Pat Kramer has a tree-watering event July 27th that will be in the newsletter. Lydia said that Vector Control report on the release of sterilized mosquitoes is coming out and results could go in one of the next newsletters. Nina said Vector Control people will be at National Night Out.
- **Social media** - Ross noted that social media is a good outlet for us also but would need help.
- **Promoting our own accomplishments** better - Nina said we should reach out now and encourage people to join STNC with the elections coming up soon.

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.
 - How to access your local government
 - access/submit CIS's
 - contacts for various local needs
 - ways to volunteer
 - how to vote in upcoming elections
7. **Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy - Region 4** – Ross noted we still need to fill this vacancy
8. **Committee closing announcements Future Agenda Items** - Discussion only
- Ross brought up a request made for substantial oak-tree trimming funds. Lydia said this has been requested in the past but it is very involved getting permits, arborist reports, approvals/permissions from the City/City Works that it is even ok to trim city trees noting that the trees are city property and it should be the City's responsibility to trim them if they even need to be trimmed. Ross will coordinate further discussions and appreciated the insights.
 - Mark noted there was a program the city had where they provided low-flow shower valves and wanted to revive it; Ross said he did receive one in the mail some months before. Mark will do some research on it.
9. **Adjourn.** 8:33pm