

Outreach

Ross Herman, Second Vice President
Karen Moran, Recording Secretary
Leny Freeman, Region 1 Rep
Sherry McCoy, Region 2 Rep
Mark Seigel, Region 4 Rep
Cheryl Schmidt, Public Safety Rep

SUNLAND-TUJUNGA
NEIGHBORHOOD
COUNCIL

**Special Outreach Committee Meeting Minutes
February 20, 2025**

DRAFT

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 – Cindy Cleghorn for Ross Herman, Vice President, 7:06 pm

- **Roll Call** - Karen Moran, Recording Secretary. **Present:** Ross Herman, Cheryl Schmidt, Karen Moran, Leny Freeman, Mark Seigel, Sherry McCoy. **Members of the Public Present:** Susan Denning, Cindy Cleghorn. *Note: Ross entered the meeting at 7:20pm.*

2. Public Comments: Non-agenda items under the committee's jurisdiction.

- Susan expressed a concern about Patrick, the local homeless person, and will talk to Ross about him. Susan met with officers last Tuesday at the meet-with-cops meeting. Officers at the meeting said that clean-ups are now scheduled for 2 times a week vs. once a week and hoped that would encourage Patrick to leave the area. Susan said that Patrick's recent activities have included dumpster diving and setting fire to a trash bin.

4. Approve/Review January 16, 2025 Outreach Committee Meeting minutes – Cindy reviewed the minutes and a motion was made by Leny, seconded by Karen, and the January minutes were approved.

5. Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets

- A. Approve up to \$300 for candy/materials for Easter Event at Sunland Park – a motion was made by Cheryl, seconded by Mark and approved unanimously.
- B. Update - Outreach materials. (i.e. totes, beach balls, etc.) – Ross said that these items still need to be ordered and he will do so; he has the quote in hand that includes quantities.

- C. Update - “Small Business Bazaar” in late April – Ross still reaching out to local businesses. The event will take place in late April.
- D. Update - Outreach materials for tree watering events. (Five-gallon buckets lids & two-gallon jugs with caps) – Ross said that everything is now received with Carol ordering the items including a big roll of plastic for use as liners in cars for transporting items. STNC logos will now be put on the items.
- E. Election Material Review and budget up to \$10,000 per STNC Annual Budget Plan to include Banners, Flyers, Social Media posts, Candidate Postcard Mailer, Ballots, Signage, Other. Discussions ensued:
- Cindy provided specifics about the elections, showing an “Estimate Request Form” with different quotes for items including printing, mailing and venue rental. Banners are in English, Spanish and Armenian. The Elks Lodge estimate for the venue is \$200. Mailing is “EDDM” which is Every Door Direct Mail, the least expensive way to mail.
 - Cindy showed art work on fliers/banners and commented that those written in Armenian would need to be reviewed by Armen who is fluent in the language.
 - Cindy showed list of actions from the previous election that included efforts and dates when mailers were sent out, the totals of how many sent out, the location where banners were put up, etc. We will need to update this list for this election.
 - Cheryl thanked Cindy for her efforts and wanted to clarify if the North Valley City Hall was still a candidate for a venue. Cindy said the Elks might even be gratis, but the Elks has confirmed they can support the election and it is on their calendar, noting that we haven’t heard anything back from NVCH. Voting is from 12-4pm and 1-2 hours after is needed for counting, putting the end time past 5pm which would require security at NVCH and can be expensive.
 - Cindy wanted to know if we should decrease the number of mailing carrier routes to stay within the \$10,000 budget limits.
 - Mark asked about turn-around time for printing; Cindy said could be a day.
 - Leny commented that he felt that it would be appropriate to have fliers/banners, etc. in English only. Karen agreed that if seeking candidates, they should be proficient in English to support STNC efforts. Ross asked if the ballots were in English only, which they are.
 - Cindy gave a detailed explanation about the carrier routes and suggested paring down to remain within the \$10K budget. Cindy felt we need to try to reach the people that might not know about the STNC. Ross noted that while the banners might be in different languages but not the fliers that would be mailed out because it wouldn’t be possible to determine what language went to what house/area. Cindy suggested that they have

pointers for different languages on them where people could get more information and Mark felt this was a good idea.

- Cindy recalled a past Election event where Joselito's put up a tent in the Von's parking lot and people came in great numbers, attracted by the food as well as the Election event. Cindy also recalled a barbeque in the park for a previous Election. Cindy felt that pursuing a food option might still be a good idea. Ross felt that we might not be able to do this for this election but should keep in mind for future election events.
- Ross felt that if we didn't get a good turn-out for this Election, we should consider paring it down for the next election. Cheryl noted that the \$10,000 was a third of our budget for any particular year, but with elections being every two years, it is a sixth of the overall budget.
- Cindy felt that banners were the most effective advertising item.
- Cheryl suggested that future events be highlighted on the fliers such as National Night Out, etc.
- A vote was taken to approve the \$10,000 allocated for Election expenses with the motion made by Ross and seconded by Mark that included expenses for materials, mailing, and food, and with pointers on the fliers to other languages.

- F. National Night Out sub-committee discussion. Ross suggested that he and Cheryl be Co-chairs on the committee, noting that Cheryl has a close role working with our Officers. Cheryl agreed to join. The sub-committee will meet in-person and via zoom. Ross also invited Susan to join. Cheryl said that Nina is doing better now and might be willing to lead the effort. Ross said that Nina's guidance was essential but would like to do it by committee as a go-forward plan to ensure more people were capable of taking over the effort; he will ask Nina to join the sub-committee and rely on her guidance which is a huge part of the success of the event.
- G. Assigning new people to assist with Newsletter. Ross has had good feed-back for the monthly newsletter. Susan said some links didn't work the way she expected them to; Ross said refinement is needed. Ross has a new model for the newsletter in the February issue. Ross said he needs fliers already created or have someone else work Canva; he cannot allocate the amount of time to develop fliers for the newsletter as he has in the past. Susan suggested identifying deadline dates for submittals; Ross does this already although it could be a general announcement at the General Board meeting also. Susan suggested that a format be established that committees can use so submittals will be "plug and play" and little effort needed to put into the newsletter. Ross noted that Joe D of STARC has been great about getting info in a timely manner and in a form that can be used. Ross warned that volunteers to help are needed or he can't continue doing the newsletter.
- H. Storage unit options. Ross is reaching out to other storage units to see what current prices are for a unit sized for our needs, noting that our current storage costs continue to rise and the storage unit is in La Crescenta, out of our area.

6. Discussion/Possible Action: Committee Outreach

- Confirmed March & April dates, third Thursday of the month (March 20, 2025 - April 17, 2025)
- Outreach events are the best way to get community attention.
- More social media presence.
 - Sherry said there was a pop up on Facebook that made it sound like STNC had violated a rule for Facebook; Susan felt this was not a valid remark and could be ignored.
 - Leny said he needs contact with other NCs; he would like to make a presentation about traffic congestion of Foothill Blvd. Cindy will give Leny information on two different organizations and welcomes his participation.
 - Ross commented that the inclusion of what STNC members are working on in the newsletter is a winner. Leny was recently featured; members will rotate each month.
 - Cindy said there was another NC that had information posted erroneously on the STNC website which was a glitch. She welcomes anyone interested in helping with the website.

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

- A. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7 – Ross will talk to Ricardo at the next tree watering event which Ricardo usually attends.
- B. Other Community Events.
 - a. There is an ‘all day’ event featured by the Sunland Tujunga American Legion on March 15th, featuring a pancake breakfast at 9am followed by a bike-ride, Happy Hour and dinner at 7pm; contact 818-353-9856.
 - b. Cindy noted that there was a Bolton Hall featured Historic Home tour on May 10th; information on the Bolton Hall website.

8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy. Ross noted there are current vacancies.

9. Adjourn. 8:20 pm