

Special Outreach Committee Meeting Minutes

April 25, 2024

This meeting is being held by the Sunland-Tujunga Neighborhood Council using teleconferencing

1. Call to Order, Welcome - Ross Herman, Vice President, 6:10pm
2. Roll Call - Karen Moran, Recording Secretary
 - Present: Ross Herman, Leny Freeman, Karen Moran, Mark Siegel. Absent: Mapi Moran, Cheryl Schmidt. Guest/Public- Cindy Cleghorn, Joe DeCenzo
3. Public Comments: Non-agenda items under the committee's jurisdiction.
 - Cindy provided information about the Business Interruption Fund (BIF) which is designed to support qualified small businesses that serve the Entertainment Industry in Los Angeles County (County) and were impacted by COVID-19 pandemic and the double Hollywood Strikes.
4. Motion Approved. March 27th, 2024 Outreach Committee Meeting Minutes were reviewed and approved.
5. Discussion/Possible Action: Upcoming Outreach Events & Budgets
 - June 22nd (Saturday) Movie Night
 - There are 3 family-friendly candidate movies at this time. Movie provided by the Sunland Rec Center (Nicole)
 - The event needs to be approved, deadline May 20. Event form will include including time schedule & requirements.
 - Set up and tear down is primary effort; 3 movies pre-selected. Leny can help with set up and tear down.
 - *Motion made and approved to have event from 6:30 to 10:30 pm on June 22, 2024*
 - 4th of July (Thursday)
 - Motions to approve Sponsorship up to \$1,500.00 to the Rotary and up to \$150.00 for Parade - Handouts/fliers and Hay bales were discussed. Cheryl was not available to discuss if we can access the same truck and trailer?

- Cindy – This is a big event for STNC; we need to get Board members to ride in the parade. STNC sponsorship is a big help to the Rotary. he is great exposure for the STNC.
 - Mark requested increase in Sponsorship to \$2,000 which would which would be consistent with past years' amounts. A recommendation will be made to increase the amount to \$2,000 at the General Board meeting.
 - *Motion made and approved for up to \$1,500 sponsorship to Rotary and \$150 for Parade handouts/fliers and hay bales with recommendation that an additional \$500 be added to the sponsorship.*
- National Night Out August 6th 6-9pm (Tuesday)
 - Motion made and discussed to approve sponsorship up to \$5,000.00 to Arts & Education Nation.
 - Joe commented that \$5,000 is a significant amount of the total budget. Cindy noted that \$5,000 is higher than past years but is increased because of the concern that other organizations will not be able to spend as much as they have in previous years. The amount is up to \$5,000 and it might be less but having it in place will allow unexpected expenditures to be accommodated.
 - Joe asked about permits and what budget they come out of. Cindy said that the approval is from Rec and Parks and permit costs would not be significant. The city is adding a requirement for added insurance at this time. STNC does not have get the permits. The event is at Little Lander's park.
 - *Motion made and approved to sponsor National Night Out up to \$5,000.*
- Budget Committee - Outreach Supplies – Ross will get together with Carol to work purchase of Outreach items. Budget has already been approved.
 - Light pole banner permits and banners artwork approved by City Council 4/19/24 for time period April 2024 to April 2025.
 - Discussion about approving up to \$4,000 for Light Pole banners cost from Gold Media.
 - Cindy presented the updated estimate which totaled \$5,413.61, exceeding the \$4,000 requested. Cindy suggested we adjust to \$4,000 with fewer poles. We can put up the banners for 11 months now (no longer 12 months with April 2024 already over). The estimate would have to be adjusted to meet the \$4,000 budget allocation with the number of poles reduced.
 - *Motion made and approved to spend up to \$4,000 for Light Pole banners.*

6. Discussion/Action: Committee Outreach Materials

- STARC Bus Benches – for 6 bus bench (2 designs) for various places on Foothill Blvd.
 - Joe DeCenzo commented that this started during the pandemic. There are 2 designs that promote both STNC and STARC. The money is for the printing of the posters.
 - Ross commented that STARC is a very engaging committee that brings a lot of culture to our community.
 - *Motion made and approved to spend up to \$920 for 6 Bus Bench ads.*
- May and June Outreach meetings confirmed (Third Thursday)
 - May 16th, 2024
 - June 20th, 2024
- Create STAT Logo with Pat/Mapi/Lallah/Cindy/Lydia
 - Future consideration.

7. April/May/June Upcoming Events

- Upcoming Town Halls
- April 29 - Sunland-Tujunga priorities list for the City's Budget
- What improvements does the community want? (i.e. homeless, safety, etc)
- LAPD
- Meet the new Chief Planning.
- Our Neighborhood Voices. Land Use Planning.
- Community Budget Spending. (May 29th Executive Meeting & Townhall
- Back to School. Meet Principals, what programs are offered, etc. Planning.
- Website: meetings, news - LAPD Foothill Division Boosters Carnival - May 3, 4, 5th. Flyer on STNC.org Website
- Newsletter: To be released by Saturday April 27th prior to board meeting - deadline to confirm other committee meetings

8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy

- Region 4 vacancy needs to be filled
- Outreach needs a member from Region 3

9. Committee closing announcements

- Events coming up are on the STNC website

10. Future Agenda Items – no additional discussion

11. Adjourn. 7:13 pm