

Special Outreach Committee & Joint Board Meeting

Minutes

September 19, 2024

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, 8pm
2. **Roll Call** - Karen Moran, Recording Secretary
 - Present - Ross Herman, Leny Freeman, Karen Moran, Mark Siegel; Absent - Cheryl Schmidt; Non-Members present – KT Travers, Sherry McCoy, Marjorie Maxon, Vartan Veshish, Cindy Cleghorn, Lionel Mares
3. **Public Comments: Non-agenda items under the committee’s jurisdiction.**
 - KT, Poet Laureate, thanked people for support of her recently published poetry book
 - Majorie thanked Ross for his support of Saturday’s community cleanup Outreach event which was very successful.
 - KT reminded people about the 4th annual Sunland-Tujunga Indigenous Peoples Day 2024 event which is on Sunday, October 13th at 12400 Big Tujunga Canyon Rd, Tujunga.
4. **August, 2024 Outreach Committee Meeting Minutes were reviewed and approved.**
5. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets** – Ross provided updates for the following items which were all voted on and approved, recognizing that they still would have to go through the Budget Committee and the General Board for approval.
 - a) Approve “Community Engagement Event” for end of October or early November including up to \$800.00 for promotional materials, food, amenities, location and staffing (if necessary) (once itemized) – Ross gave details about what the event would include. Motion was approved.
 - b) Discuss/Approve - Up to \$700.00 (updated total) (once itemized) outreach materials. (i.e. totes, beach balls, etc...) - approved \$500 last month.
 - Ross said we’ve trimmed down promotional materials but totes and beach balls are popular. With \$500 already voted on, Ross would like to approve an additional \$200 for a total of \$700. Ross showed some items with costs he had researched and suggested the numbers that could be ordered to stay within the approved amount. Cindy said ask Sunland Printing has done printing for STNC in the past and noted that using companies outside the country may incur additional unseen costs and a local vendor is safer. Motion made and passed. Ross agreed that using a local company is a better approach. The motion was approved.
 - c) Approve event “Small Business Bazaar” in late November or early December. The motion was approved. Ross noted that budget details would come later but this vote was for the event itself.

- d) Approve up to \$350.00 for outreach materials for tree watering events. (Five gallon buckets w/ lids & 2 gallon jugs with caps). Ross noted that these events need to be supported and praised the work of the volunteers. Ross researched costs and presented what would be included. KT recommended considering other containers that had spouts but Ross said he researched it and felt the type he targeted were more robust, durable, American made BP free. The motion was approved.
- e) Approve up to \$300.00 for Beautification committee for future Big Tujunga Canyon clean ups, welcome garden maintenance, paint supplies; itemization of items/invoice expenses would be provided. KT thanked Outreach for including this funding which was appreciated by the Beautification Committee. The motion was approved.
- f) Approve up to \$200 for Halloween event materials including promotion, candy, table materials, miscellaneous (once itemized). The event is held at Sunland Park with about 15-20 stations set up for the children to go through each. The motion was approved.
- g) Approve sponsorship for golf cart for Chili Bowl Feed and Outreach table participation at McGroarty up to the same amount that was provided last year. Ross said we have done this in the past as a collaborative support to McGroarty. The amount was not determined but should be expected to be in the neighborhood of what we paid last year. The motion was approved.

6. Discussion/Possible Action: Committee Outreach

- STARC Bus Benches – Ross said that the process is still on-going and should be completed in late November. This is for artwork for 6 bus benches and will promote STARC.
- Big Tujunga Canyon Clean Up - Ross said it was an amazing event with one dumpster filled within 2 hours; the next time 2 dumpsters will be baselined. This event should happen with regularity, perhaps bi-monthly. The Cadets worked hard with our Officers picking up trash on the side of the road on a Saturday morning together with 20-30 community members. Food donations were made by local vendors. and donations of food by local vendors. Leny said it was an awesome event. Ross recognized members from the Beautification Committee who participated and noted that the Community appreciates the efforts with many signs of thanks from cars and passersby during the event.
- Confirm October and November Outreach meetings (third Thursdays baselined). There were no conflicts for the dates below for future Outreach meetings.
 - October 17th, 2024
 - November 21st, 2024
- Monthly Newsletter - Expanding, submissions, user increases, etc. Ross noted that more social media presence is needed and is looking for someone to take on this need. The newsletter promoted tree watering event and the Big Tujunga Clean up event and is a good vehicle to promote events. Information for the newsletter needs to get to Ross by the last Friday of the month to Ross for timely inclusion. Kudos to Mapi Moran for her support in the past; she will be missed.

7. Discussion/Possible Action: Oct/Nov/Dec Upcoming Events – future events noted below.

- Bi-monthly Big Tujunga Canyon cleanup in collaboration with CD7 B.
- Possibly an additional movie night before end of year; suggestions are welcomed.

8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy - Region 4 & Committee closing announcements

- There are now multiple vacancies in Region 4 in the absence of Belinda, Mapi in addition to the current existing vacancy. If any suggestions of interested candidates, please advise. Active reach out is needed. Sherry might have a lead on someone interested and Ross hoped the upcoming Town Hall event might encourage people.

9. Adjourn. 8:39 pm