

# Special Outreach Committee Meeting

## Minutes

October 17th, 7:30pm

*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, 7:30pm
2. **Roll Call** - Karen Moran, Recording Secretary
  - a. **Present:** Ross Herman, Cheryl Schmidt, Cindy Cleghorn, Karen Moran, Leny Freeman. Mark Seigel joined later in the meeting. **Public Present:** Susan Denning, Sherry McCoy, Marjorie Maxon.
3. **Public Comments: Non-agenda items under the committee's jurisdiction**
  - a. Cindy cautioned that the 'Housing Element' of the Los Angeles General Plan needs to be approved by Feb 12, 2025 and the City is asking for letters to encourage the city to proceed. There are a lot of steps but if not done in a timely manner, it will fall to the builders to decide zoning. This issue will be discussed at the LUC (Monday, October 21) as well on a report on an SB9 project on Somoa. *(From Chat (Cindy): The link will give you more detail plus the Draft #3 document link. <https://plancheckncla.com/2024/10/11/support-draft-3-of-the-chip-housing-element-ordinance/>)*
  - b. Presentation by Leny about local dams and standing water. Leny presented a slide show with pictures obtained during the September 14<sup>th</sup> Clean-Up event including camp-fires; blocking water from flowing; dumpster with trash collected; arial views of stream and dams; parking area; and pop up tent(s). Ross (in Chat) provided a Youtube link *(YouTube: Drone Flying with Uncle Bob for video footage of this presentation. Video name: Eighteen Minute Flight in 95 Degrees)*. Cindy commented that the LAPD is very aware of the concerns in this area. Leny said his main concern is standing water. Ross suggested that Vector control might be interested in the photos Leny has.
4. **Approve/Review September, 2024 Outreach Committee Meeting minutes** - Karen Moran. Minutes were reviewed by Ross and approved by all.
5. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets**
  - A. **The "Community Engagement Forum"** date is Wednesday, November 13<sup>th</sup>, at the Elk's Lodge. This event includes both the General Board meeting followed by the Forum event. Ross will encourage other Committee members to attend and they can present what their committee does and plans for the future. Help is needed with set up and tear down (6-10pm to encompass the 7-9 General Board meeting and Community Engagement Forum). Ross stated that we have microphones and amplifiers; Cindy suggested using hers instead, unless the ones in storage are tested. Cindy suggested investing in another set up for other committees. Ross will get info on the equipment

and put it forward as a future budget item. Cookies and crackers and other snacks as well as water will be available from previous STNC events. Ross said a lot of the money will go into printing and some for renting the venue from the Elks. Cindy had started a lay-out for the meeting that she presented (arrangement of tables and chairs). Cindy's layout had tables for different groups (e.g. LAPD) as well as chairs for public and table/chair for board. Cindy wants to know what groups are inviting; she has examples of fliers of committee's descriptions that she can share with Ross.

Susan said there was a speaker from Mental Health evaluation during the Taco-with-a-Cop event and that Officer Coloca may be able to summarize this information during the event. Cindy said we need an agenda for the entire meeting. Cindy has recently had an issue with an abandoned car and challenges getting it removed. Cindy said she had put together a state of the union event, well received, in the past and it could be done again. Karen questioned how everything could be done in 2 hours when General Board meetings often take that much (or more) time. Ross said it would have to be structured. Cindy suggested starting the General Board meeting, including voting items, earlier. Karen suggested at least an hour before the Community Forum event planned to begin.

- B. **Outreach materials.** Ross reiterated that totes and beach balls are more popular and the focus is on getting them vs other item, many which are already in storage.
- C. **"Small Business Bazaar"** in late November or early December – Ross has talked to a couple of small businesses and encouraged participation in this future event where local businesses would be featured. Cindy suggested some focus on food for our local restaurants would be fun, giving samples away, to encourage people to show up.
- D. **Outreach materials for tree watering events.** (Five gallon buckets w/ lids & 2 gallon jugs with caps). Ross said it was hard to find buckets with lids; Leny has a lead on where to obtain and will share with Ross.
- E. **Halloween event materials** including promotion, candy, table materials, misc. Ross sent over paperwork to host the event at the Park; dressing in costume is optional. The event has maybe 1,000 kids, is a safe event welcomed by the community.
- F. **Sponsorship for Chili Bowl Feed and Outreach table** participation at McGroarty. \$1,000 approved by Outreach for the event and invoice was received including details of the sponsorship, per Ross. Sponsorship includes renting the golf cart (with STNC advertisement), and the STNC table. The golf cart is instrumental in transporting people up the hill that are challenged walking. Per Ross, it is a worthwhile Outreach event and good advertisement for STNC. The Board needs to approve the amount which was approved by Outreach last month. Ross will forward to the Board for approval.

## 6. Discussion/Possible Action: Committee Outreach

- **STARC Bus Benches** – Per Ross, some bench ads are already in-place. Ross noticed one across from Ralphs and in front of Public Storage; he will check around for others this weekend.
- **L.A. River** – Per Ross, there is a PhD student who is doing a dissertation on the L.A. River who should be invited to join a General Board meeting (December/January?) to discuss her research. She would like to hear from STCN and have input on a survey. There is a website on the L.A. River that includes master plans. Ross will follow up.

- **Future Outreach meetings**, events budgets (Third Thursday)
  - i. November 21st, 2024 – no conflicts for this future Outreach meeting
  - ii. December 19th, 2024 – Ross would like a brief meeting
- **Monthly Newsletter** – The newsletter is expanding and there are more submissions at this time, per Ross. Every event brings 30-50 new people in. Ross recognized Susan who has been instrumental in having STNC take more credit for what we do.
- **More social media presence.** Ross would like to have someone who is savvy step up to post on Facebook and supplement through any other social media.

## 7. Nov/Dec/Jan Upcoming Events

- A. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7
- B. Other Outreach Opportunities (CD7 Big Tujunga Cyn event and Christmas Tree Lighting Ceremony table, Halloween event, etc. Events make a big difference in engaging community, per Ross.
- C. Cindy - Next Tuesday is the STARC meeting at Bolton Hall with Dana Stangel. Dana is a past STNC president and will give a presentation on living with Wildlife. The event is on the STNC.org newsletter.

## 8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy - Region 2, VP (CIGA), Region 4 & Committee closing announcements.

- a. **Board Vacancies.** Cindy said we have vacancies on the Board and need to have an application readily available.
- b. **From Chat:** Cindy and Sherry:
  - This is a blogspot with a lot of history on various topics.  
<https://mopandbucket.blogspot.com/>
  - More specific about the Tujunga Wash Cleanout from CM Fuentes at that time:  
<https://mopandbucket.blogspot.com/2014/07/councilmember-fuentes-releases.html>
  - Info on Draft #3 of the CHIP/Housing Element ordinance (to oppose any changes that would rezone single-family neighborhoods).  
<https://plancheckncla.com/2024/10/11/support-draft-3-of-the-chip-housing-element-ordinance/>

## 9. Adjourn, 8:35 pm