

SUNLAND-TUJUNGA NEIGHBORHOOD
Special Outreach Committee Minutes
March 20, 2025, 7:00pm

This meeting is being held by the Sunland-Tujunga Neighborhood Council using Government Code Section 54953.8(a)(2)(B) teleconferencing

1. **Call to Order, Welcome** - Ross Herman, Vice President, 7:04pm
 - a. Ross said that there would a General Board meeting following this meeting.
2. **Roll Call** - Karen Moran, Recording Secretary
 - a. **Roll Call** - Karen Moran, Recording Secretary. **Present:** Ross Herman, Cheryl Schmidt, Karen Moran, Leny Freeman, Mark Siegel, Sherry McCoy. *Note: Mark and Cindy both entered around 7:20pm.* **Members of the Public Present:** Susan Denning, Cindy Cleghorn.
3. **Public Comments:** Non-agenda items under the committee’s jurisdiction. None.
4. **Approve/Review February, 2025 Outreach Committee Meeting minutes** - Karen Moran. Leny made a motion to approve the February 20, 2015 minutes and Ross seconded it; the motion was approved.
5. **Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets**
 - a. **Easter Egg-stravaganza in Sunland Park.** Per Ross, the event is April 19th at Sunland Park and is always well attended event. Ross, Lydia, Sherry, Cheryl, and Leny will support the event.
 - b. **Update - Outreach materials.** (i.e. totes, beach balls, etc.) – The budget is approved per Ross; he will get the supplies before the Easter event. Susan commented that the refrigerator magnets are out of date and felt that it isn’t worth getting them again because the information changes so quickly. Ross agreed and commented that the STNC website is the place where information is the most current.
 - c. **“Small Business Bazaar” in May.** Ross is working on contacting “brick and mortar” business owners and the event will be either Sunland Park or Little Landers (i.e. an outdoor event). Cheryl said she prefers Little Landers. The event will be May 24th, a Saturday. Sherry suggested a meet-and-greet and that perhaps, in future years, a street could be blocked off for a couple of hours. Food will be featured.
 - d. **Outreach table at March 29th shredding event.** Cindy’s business is hosting the event, held from 10am until 12pm; Ross said that an Outreach table would be nice although optional.
 - e. **Election Updates.** Cindy said that there are people who that have applied and that we need to continue to solicit people in the community for offices. Ross reminded everyone to fill out application on the website. Cindy said that we also will need a statement for why we want the position. Ross hung up banners/signs for Elections in different locations throughout the city and will remove them after the election.

- f. **National Night Out sub-committee** discussion. Cheryl and Ross have been spear-heading this effort to date for 2025. Last year Cheryl helped Nina put up the A-frame and invited people (Fire Department, etc.); she will send out invitations against this year to the Fire Department and Police. Ross, Nina and Cheryl are the key people that work National Night Out. Cheryl will try to get the canine unit to attend the event. Carol is not going to be as available to work National Night Out at this time; she has done a lot in past years. Ross will get a credit card, anticipating that he may have to take on some budget responsibilities; no one is identified at this time to be the treasurer. Ross will take care of contacting the band.
- g. **Assigning new people to assist with Newsletter.** Ross asked for volunteers to start making fliers. Ross will send over information to Leny to be able to work CANVA.
- h. **Storage unit options.** Ross is checking with US Storage unit to see what current pricing is. Costs have gone up again for storage. Cindy said that the time is coming up to do an inventory and perhaps we could get a smaller unit if we can get rid of some things; this takes place after the election every two years. Cindy said there is microphone/electronic equipment that we may be able to get rid of. Leny said we might get bankers boxes for paperwork to save space. Cindy agreed and can assist in this effort. Emergency preparedness trash cans, per Ross, might be able to go if procured for the covid era and no future need for them is identified.

6. Discussion/Possible Action: Committee Outreach

- a. April & May - Outreach meetings, events budgets (Third Thursday).
 - April 17th, 2025
 - May 15th, 2025
- b. Monthly Newsletter - Expanding, submissions, user increases, etc.
- c. More social media presence. Ross asked Sherry how things were going with social media. Sherry said she does Facebook, and can see if there are others we should use. Cheryl has access to STNC on Facebook. Ross will forward user names/passwords to Sherry and Cheryl for additional social media sites for STNC. Ross and Cindy reminded that we should also post local events that are not STNC hosted. Sherry asked if there was a way we could get information about events to school parents also; Ross will ask Lydia.

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

- a. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7
- b. 4th of July Parade.
 - Ross said that the Rotary Club has indicated they do not want to do the 4th of July parade this year. The Rotary Club does not have the band-width to support the event with members dropping out; in addition they feel that the water balloon/water gun events have cast a negative light on them. Ross proposed that we would meet with them again and go over their list of concerns, addressing how efforts could be delegated to support the Rotary Club and the American Legion who do the major efforts for the parade. Things

have to change to prevent any more water balloon incidents. The local law enforcement has indicated that they can support enforcement.

- Susan wanted to know if the homeless encampments would interfere with the parade. Ross felt that this would need to be addressed.
- Leny said he likes the idea that the police can patrol for water balloons. Ross suggested that signage/posters advertising the event can also state that there is a zero tolerance policy for water events, and that checks can be done for water containers used to refill water guns. Mark commented that the parade is a special event but over the years the water events have been more aggressive.
- Karen suggested that a car/ walkers that may be in the beginning part of the parade might carry a sign warning that there is zero tolerance for water ballooning/water guns. Additionally, it might be a good idea to pass out notices during the parade warning people that the parade will not continue in future years if water ballooning goes on and to alert the police if they see someone with a water gun or water balloon or water station for refilling. This would be similar to how people often pass out small brochures on drugs, etc. during the parade. It would make the parade viewers aware of the situation and hopefully put pressure on others watching who have ill-intent.
- Mark said that Sabrina, who does permits, said that the permit deadline is coming up quickly for the parade.
- It was discussed that having Foothill Community Sgt. Jesse Ojeda as the Grand Marshall would be a great idea and ensure a police presence.

8. **Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy** – nothing

9. **Adjourn.** 8:03pm.