

**Special Outreach Committee  
Minutes  
Thursday, April 17, 2025, 7:00 PM**

*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, 7:05pm
2. Roll Call - Karen Moran, Recording Secretary. Present: Ross Herman, Cheryl Schmidt, Karen Moran, Leny Freeman, Mark Siegel, and Sherry McCoy. Absent: Deborah Ramirez, Nina Royal and Peter Darakjian. Members of the Public: Cindy Cleghorn, Susan Denning.
3. Public Comments: Non-agenda items under the committee's jurisdiction. Cindy – there is an application for demolition on Markus Ave. and if anyone interested, let Cindy know.
4. Approve/Review March, 2025 Outreach Committee Meeting minutes – **Motion made by Leny and seconded by Cheryl. Motion passed to approve the 3/20/25 Outreach minutes.**
5. Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets
  - A. Get head count and times officialized for Saturday's Easter event.
    - Cheryl will support 1-3pm; Sherry will support 11-1pm. Carol and Lydia have been shopping for the event. Games should be run by the Parks team, per Ross. STNC has an Outreach table with treats.
  - B. Update - Outreach materials. (i.e. totes, beach balls, etc.) – Ross procuring items at this time.
  - C. Update - "Small Business Bazaar" in May. Discussion/Approval of date (May 24<sup>th</sup>) and budget (up to \$800). A motion was made by Leny and seconded by Cheryl.
    - Ross has a meeting with Ricardo Flores of CD7 tomorrow to discuss the Small Business Bazaar and the 4<sup>th</sup> of July parade. The locale currently is North Valley City Hall (NVCH) with an alternate of Sunland Park. Ross described the event which will promote advertisement and networking. Cindy suggested that a speaker on a 'hot topic', such as marketing, could be a draw. Cheryl said that during a previous event, Officer Herrera promoted an event but only one business owner came. Ross said that with Ricardo involved, it might be more successful; Ricardo might also know someone who could be a speaker. Ross said that if we don't get commitment from 12 or more businesses, we might not have the event at this time. Cheryl suggested that Ricardo could help with advertising. Cindy suggested that the insurance agencies be represented, and emergency preparedness might be another topic that could be of interest for a speaker. Ross said that the event can be pushed back to September if the interest is not there at this time.
    - **A motion was made by Leny and seconded by Cheryl to approve up to \$800 for the May 24<sup>th</sup> Small Business Bazaar; the motion was approved.**

- D. Update on shredding event. This was a great event, per Ross, and STNC had a table at the event with people signing up. Cindy said they shredded 1.5 tons of paper and will have another event in 2-3 months.
- E. Election Updates. Discuss/Approve up to \$2,500 of election budget for Taco Bar on Election Day.
- Ross said that a Taco Bar was popular in the past; the goal is 2,500 people to come. Cheryl said there is a local band that might play at the event for free and can reach out to them. Cindy said the band would have to play in the outside polling location, where the food is located (back parking lot), but not in the polling place itself (inside). This would have to be coordinated with the Elks Lodge to get electricity, etc. Cheryl will reach out to the band and to the Elks Lodge.
  - **A motion was made by Cheryl and seconded by Ross to approve up to \$2,500 for a Taco Bar on Election Day.**
- F. National Night Out sub-committee discussion. Ross said that Nina is not available right now to help out and we need to start prioritizing this event at this time. Ross said that Lydia can help out also. The team of Cheryl and Ross will start meeting on Sunday afternoons starting April 27<sup>th</sup>.
- G. Assigning new people to assist with Newsletter. Ross will continue to do the newsletter at this time; send pdfs to Ross' STNC email. For the next issue, Ross needs pdfs by the last of April so it can go out May 1. Ross said that the newsletter is time-consuming and putting together info into pdfs is the biggest time-sink.
- H. Storage unit options.
- I. Discussion/Approval of \$250 for budget day donation.
- Ross said that City Hall has a Budget Day which is informative. Cindy encouraged people to attend the event.
  - **A motion was made by Ross and seconded by Mark to approve \$250 for Budget Day donation. The motion was approved.**
- J. Discussion/Approval of up to \$3,000 for the 4th of July Parade.
- Ross has met with Rotary members; continuing the event is becoming untenable for the Rotary Club without support from the community. Ross said that STNC and other organizations are working with the Rotary Club to continue to event with meetings (at Caruso's Restaurant) to discuss. Office Caloca will try to find about 24 officers/cadets to support the event.
  - The event will be in the 2026 fiscal year to budget; Ross suggested that we earmark money for it at this time. Cindy said that we need a plan for rollover and also a plan for spending down if there is no rollover; we will know if there is a rollover within the next 9-10 days. Cindy said STNC is pushing hard to keep rollover. STNC gets an invoice for a sponsorship, typically \$1,500 in previous years, per Cindy, to be spent as Rotary sees fit.
  - Cheryl asked about participating; Ross said there were a few areas where people are needed. It could be riding in the float, or throughout the route (36 people wearing florescent vests), or organizing/checking people in for the

parade, and clean up afterwards. We are shooting for a zero tolerance policy to stop the water incidents; it is getting more challenging to get people to ride in the parade.

- **A motion was made by Ross and seconded by Leny to approve up to \$3,00 for the 4<sup>th</sup> of July Parade. The motion was approved.**

- K. Discussion on inviting new candidates to our May meeting on the 15th. Ross is interested in inviting new candidates to Outreach meeting; Sherry agreed. Ross will reach out to them individually.

6. Discussion/Possible Action: Committee Outreach

- A. Confirm April & May - Outreach meetings, events budgets (Third Thursday)
- B. May 15th, 2025
- C. June 19th, 2025 – Sherry noted this is Juneteenth, an official holiday for some people.
- D. Monthly Newsletter - Expanding, submissions, user increases, etc.
- E. More social media presence.
  - Ross would like to focus on social media. Sherry said that people are looking at Facebook; we are getting things out earlier and there has been no negative feed-back. Sherry said that the QR code has been useful for people. Sherry said that the 6 story apartment building project could be flagged with a QR code.
  - Ross would like to have STNC interact with other organizations' website/social media sites. Ross would like to meet with Sherry to discuss how we can best do this. Recognitions can be given by STNC to deserving people also. Cheryl said she can help also; she is on Facebook regularly and some other social media websites. Ross suggested Sherry, Cheryl and he keep a chain of discussion (texts) going to collaborate on identifying people deserving of recognition.
  - Joselito's was recognized for their support of the meetings with our LAPDs.

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

- A. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7. Events, per Ross, will be in the summer.
- B. Other Outreach Opportunities Volunteers

8. Discussion/ Possible Action: Region Rep Updates / Filling Board Vacancy. Elections should be successful in filling more positions, per Ross.

9. Adjourn. 8:14pm.