

**Special Outreach Committee**  
**Minutes**  
**May 15, 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
2. Roll Call - Karen Moran, Recording Secretary. Present: Ross Herman, Karen Moran, Leny Freeman, and Sherry McCoy. Absent: Cheryl Schmidt, Mark Siegel
3. Public Comments: Non-agenda items under the committee's jurisdiction. (Candidate Introductions. Try to Keep to 2 minutes each)
4. Approve/Review April, 2025 Outreach Committee Meeting minutes - A motion was made to approve the April 14, 2025 minutes that passed.
5. Discussion/Possible Action: Upcoming/Past Outreach Events & Budgets
  - A. Elections are Saturday, May 19, 2025 from 12-4pm at the Elk's Lodge. Ross encouraged promoting voting and asked Sherry to cover in social media as she could.
  - B. 4th of July Parade. Although the parade was cancelled by Monica Rodriguez, the decision was reversed and is now approved with conditions. Meetings on Tuesday with the Elks, Rotary and American Legion will continue as before. If there are occurrences of water bombing, etc. as in past years, the parade might well not go forward in the future. Karen suggested passing out warnings to the crowd at the parade that the parade's future is in jeopardy hoping that disapproval by the crowd might discourage bad behavior. Ross said that there are 36 people who will be along the parade route and this may be able to be done. Information will be in fliers and in the newsletter, and given to the Elks and American Legion for their own newsletters.
  - C. Outreach materials. (i.e. totes, beach balls, etc.). Ross is waiting until next year to order any materials. Ross said that in view of budget cuts and unknowns, waiting is prudent.
  - D. National Night Out sub-committee will be more active going forward (after Elections).
  - E. Assigning new people to assist with Newsletter (New Candidates Assignments). Ross expressed the hope that newer candidates might be interested and have the skills to continue the newsletter. Ross will do June and July at any rate.
6. Discussion/Possible Action: Committee Outreach
  - Confirm June & July - Outreach meetings, events budgets (Third Thursday), virtual meeting
    - June 19th, 2025

- July 17th, 2025

- Monthly Newsletter - Expanding, submissions, user increases, etc
- More social media presence. Ross expressed kudos to Sherry for helping out. Sherry asked felt that her ads in NextDoor were not getting the coverage hoped for.

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

- A. Reaching out to other organizations to/for support. Ross is reaching out to local organizations (e.g. Legion, Rotary, Chamber of Commerce, etc.). The 4<sup>th</sup> of July team has been meeting every Tuesday and has developed close bonds.
- B. Other Outreach Opportunities Volunteers. None at this time.

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

- Ross gave a final pep talk about spreading the word on the street to vote. The newsletter will have additional events as known.
- Karen asked about movies in the park and Ross said that in view of budget cut-backs, it might not work. It might be possible to collaborate with CD7 to bring down the cost of renting the movie but it is expensive. Ross said that weather and darkness is an issue also. From experience, in May even 8pm is too light to start a movie.

9. Adjourn. 7:33 pm.