

Outreach Committee Minutes

August 21, 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 and Welcoming Remarks, Melissa Sagastume, 7:01pm.** Melissa welcomed everyone. There was a discussion about membership.
2. **Roll Call.** Karen Moran
 1. **Present** – Melissa Sagastume, Leny Freeman, Sherry McCoy, Dante Calvo, Cheryl Schmidt, Karen Moran. Members of the Community – Cindy Cleghorn, Mark Siegel
3. **Public Comments:** Non-agenda items under the committee's jurisdiction. None.
4. **ADMINISTRATIVE ITEMS (Discussion and Possible Action)**
 - a. Review and Adoption of Outstanding Minutes. Leny made the motion to approve the July minutes and Sherry seconded. The minutes were reviewed, a vote taken and they were approved.
 - b. Review who is on the Outreach committee. Cindy provided clarification about the numbers of Board members that could be on the Outreach Committee and constraints for being on the Board.
 - c. Review if any outstanding payments are still owed due to fiscal year change. Not discussed; in process.
 - d. Review outreach swag and items needing update/replacement/new items - (i.e. totes, beach balls, brochures, etc.). Leny discussed items (existing and potentially needed), dispositioning them, and the team that was put together at the last General Board meeting to review the storage situation and made recommendations. The driver is that the charge to store items is about \$810/month which is a major impact to our reduced budget.
 - e. Melissa mentioned that for SWAG, we might have a magnet with important phone contacts and websites on it. Cindy showed the latest one we have and noted that the contacts would have to be updated. Cheryl warned not to give email addresses for LAPD because while the phone numbers stay the same, the officer they are assigned to can change. Cindy noted that the magnets could also be made up as give-aways as post cards (i.e. a money savings). Cindy said she has samples of give-away items from the past, and invoices for many items if there was a desire to re-order. Cindy and Leny discussed banners and where they were located.
5. **OLD BUSINESS (Discussion and Possible Action)**
 - a. National Night Out – Debrief. Melissa asked for comments and suggestions to improve for next year. Comments were provided by Cheryl and Sherry. Sherry felt effort for tear down is not insignificant, between carrying the chairs/tables and loading into the car. Mark and

Cheryl suggested that handing out tickets for hot dogs right at the line was a more efficient way to distribute the tickets.

b. Outreach Committee Communication Responsibilities.

- i. Website Coordinator: Joint effort with Melissa Sagastume, Dante Calvo, Sherry McCoy, and Karen Moran.
- ii. STNC Newsletter Coordinator: Dante Calvo. Dante asked about dates for submitting material and send date noting that the last newsletter went out August 1st? Should be a link from newsletter which links to the STNC website, per Cindy (to the STNC website). Cindy confirmed that she and Lydia should see the newsletter before it goes out and suggested that they see a draft if possible.
- iii. Social Media: Currently Sherry (for Facebook/Next Door) and Melissa (for Instagram) are working these websites. Melissa noted that there is a CANVA account and Melissa is working on some posts to share with Sherry for posting. Cindy will see about setting up a meeting to familiarize people with CANVA, noting that it would have to be a day time meeting if she could get someone knowledgeable from the company to guide the training. A sample was shown that Melissa provided.
- iv. Open for discussion:
 1. Newsletter schedule and approval process
 2. Additional Social Media channels to post

c. Burgers, Brews, and Blues - McGroarty Event on 08/23/2025

- i. STNC Table. Per Cindy, the evening event is crowded; our table is usually at the top of the stairs although it could be at the bottom of the hill also. Crowded. The event is from 6-10pm; we would stop activities at 9pm for tear-down. Sherry and Cheryl volunteered some time to man the event. Melissa will check about table location and golf-cart assist (with Annette). Dante offered a folding table if needed. Cheryl and/or Sherry will check with Barry and Vartan to see if they can support the event, and possibly Dillon and Mikal. Leny can bring SWAG items and Cindy noted that a sign up sheet is needed, and business cards. Melissa asked about using a google form instead of signing up; Cindy can do this into the Constant Contact website and get a QR code.
- d. Dinner with the Dead - Verdugo Hills Cemetery on 09/06/2025. STNC would not be allowed to have a table at this event, per Cindy; it's a fund-raising event for them. Cindy noted that there is another event called "Wreaths Across America" at the Los Angeles National Cemetery.
- e. Small Business Bazaar – Cindy noted that this event was promoted by Ross but felt that it might not be supported because business owners might not take the time to attend. Alternative ways to engage the local business community were discussed, such as having a 'game' where people would get tickets and have to go to different businesses and get a stamp that they were there, noting it would take planning but would engage people with the businesses. Cindy also talked about local youth groups and how they could get involved, including youths that are musicians, or possibly a spaghetti or pancake dinner (free events) with collaboration from local churches. Melissa said it was worth a separate conversation to was successful. Cindy noted that the Our Lady of Lourdes annual Carnival is

coming up. In the past STNC did donate \$250 and had a sponsorship for the event but having a Table was not allowed.

- f. Recruitment of New Committee Members. Cindy said that some Committees are looking for additional members including STAT and Beautification.

6. NEW BUSINESS

- a. Update from Meeting with Melissa Sagastume and CD7/Ricardo Flores. Melissa met with Ricardo, wanting to understand STNC processes from his perspective. Their discussion included use of the NVCH facility for meetings and storage, and future events in the area.

Sherry and Cindy strategized about how to get youths involved in STNC and suggested perhaps a citizenship exam be offered for fun. Melissa suggested a job interview Fair, or a Book Swap event. Mark suggested a Safety Fair. Sherry noted her neighbors participated in school drills, and that could reinvigorate emergency egress focus. Melissa noted that objection to the 6 story building should also bring egress concerns to the attention of the community.

- b. Future Opportunities Aug/Sept/Oct/Nov/Dec Upcoming Events

- i. Recurring Events: Melissa would like to create a calendar with recurring events.

- a. Bi-monthly Big Tujunga Canyon cleanup collaboration with CD7, STAT & Beautification Committees
 - b. Monthly Tree Waterings

- ii. Annual: Cindy noted some events that are recurring on an annual basis. Cheryl noted that the Halloween event has been at Parks and Rec and didn't think that we historically participated in the Tree Lighting event.

- a. Halloween Carnival - Sunland Park (October)
 - b. Chili Bowl Festival - McGroarty (Est December)
 - c. Tree Lighting - Sunland Park (December)

- iii. Discussion/ Possible Action: Future Outreach Meetings

- a. Meeting in person, virtually, or hybrid. Dante favored in-person meetings; Leny liked zoom. Mark suggested a hybrid meeting. Sherry suggested that our younger tech guys might know how to do hybrid meetings. Different venues were noted where in-person meetings could be held; the Elks is \$150, with \$80 for a committee meeting. Mark suggested the Community Christian Church next to Post Office and Cindy thought the American Legion might be a possibility, as well as the Aurora Banquet Hall, where we had a recent Town Hall meeting. Melissa asked about Caesar's Banquet Hall.

- b. Confirmed frequency: 3rd Thursday of each month.

- iv. Mark said that he would like to start a tutoring program for science and math at Verdugo Hills HS. The school's principal said that teachers would have to be finger-printed to work with the children and didn't seem to support the proposition. Leny thought that it shouldn't go through the schools (liability issues). Mark felt that people in community might be want to help, perhaps

matching seniors to kids. Sherry suggested that the Library could be meeting place.

- a. Melissa suggested perhaps a Town Hall meeting on vocations. Karen noted that a Vocation/Job Fair would be easier if parents could attend also.

7. Requests for possible future agenda items

8. Next Outreach Meeting: Thursday, September 18th at 7:00 PM on Zoom

9. ADJOURN, 8:26pm