

Outreach Committee Minutes

Wednesday, March 18, 2026 at 6:00 PM

IN CONFORMITY WITH THE JANUARY 1, 2026 ENACTMENT OF CALIFORNIA SENATE BILL 707 (DURAZO) AND LA CITY COUNCIL FILE 23-1114, THE SUNLAND-TUJUNGA NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED VIRTUALLY.

1. WELCOMING REMARKS

- a. Call to Order – Melissa Sagastume, 6:08pm
- b. Present (Board): Melissa Sagastume (Chair), Sherry McCoy, Karen Moran. Absent: Leny Freeman, Mikal McEnany, Dante Calvo.

2. CHAIRPERSON'S REPORT

- a. Update from STNC General Board meeting; approval of survey. Melissa noted that during the last General Board meeting, at the Elk's, the survey was approved as outlined by Dante with refinements to be completed.

3. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS. None

4. ADMINISTRATIVE ITEMS (Discussion and Possible Action)

- a. Review and Approval of Outstanding Outreach Minutes. Melissa made a motion, Sherry seconded, a vote was taken and the February Outreach minutes were approved.
- b. Update on Giveaway Items. Melissa noted that some items were put into storage by Leny (e.g. chip clips, pens).

5. OLD BUSINESS (Discussion and Possible Action)

- a. Community Survey - creation of distribution plan. Need to create distribution plan. Comments from Melissa, Sherry and Karen. Advertisement for the Community Survey can be via the STNC monthly newsletter and social media. Venues such as local schools and libraries, event boards in coffee shops, etc. might also flag the survey to people interested. There would be a notice and link to the survey which itself would reside in the STNC.org website. The survey could be filled out and submitted on-line. The person filling it out does not have to identify themselves. Google docs is planned to be used because features provide the ability to collect data and do some analysis on the answers. There may be additional analytics that could be used other than basic compilation of choices; this would have to be investigated (e.g. tracking where the surveys were advertised when responded to, etc.). track how many people come from different websites.... Beta testing could be done prior to launching it.

6. NEW BUSINESS -Upcoming events, with comments from Melissa, Sherry and Karen:

- a. Sunland-Tujunga Earth Day - April 18th
- b. Community Arts and Crafts Fair - May 2nd (TBD). The event may follow the lead from a similar event Ricardo has outlined. The date is uncertain and could get pushed out.
- c. 4th of July Parade - Float Decorating Ideas & Volunteer Organizing. It was noted that the \$10K the City now plans to charge for parades could seriously impact the ability to continue the 4th of July parade tradition. The City stated that it is for expenses related to shutting down streets and providing police. It is not clear that the City will waive the \$10K for the parade this year, 2026. The Rotary Club might well not be able to pay the additional fee. It would be unfortunate if the parade were not held this year with it being the 250 anniversary. Melissa said that perhaps an alternate event could be held at a park.
- d. April 25th/26th or May 3rd. Melissa led the discussion about other NCs (Sylmar and North Hollywood) indicating interest in having NCs get together to put on a forum for candidates running for office (e.g. City mayor, attorney, controller). The venue would probably be in Sylmar. It should occur before May 5th when

people would get their ballots. The next Executive meeting is March 25th and this can be discussed further at this time.

- e. Requests for possible future agenda items. Having a “Meal with the STNC” was suggested by Melissa, with people paying for their own meals. Karen mentioned that in lieu of a meal, STNC could (as done in the past) put up a table at places like the Back-Door Bakery to greet the public, offer free coffee and snacks, and have a sign up sheet. Karen felt that the events in recent years were successful but perhaps trying to do it every month put too much of a strain on members to continue. Places for consideration include IHOP, Backdoor Bakery, Arnie’s Place, Zorba’s.
7. **Next Outreach Meeting:** Thursday, April 16th at 7:00 PM via TBD
 8. **ADJOURN. 6:44pm**