



Draft

Special Outreach Committee Minutes Thursday, September 17, 2026, 7:00 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, 7:01pm.
 - b. Roll Call, Present: Leny Freeman, Sherry McCoy, Melissa Sagastume, Karen Moran, Dante Calvo, Ross Herman, Mark Seigel. Absent: Mikail McEnany. *Note: Leny left at 7:15pm.*
2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS
3. ADMINISTRATIVE ITEMS (Discussion and Possible Action)
 - a. Review and Adoption of Outstanding Minutes. A motion was made by Melissa, seconded by Leny, a vote taken which passed.
 - b. Review 2026 - 2027 Budget - will be discussed at the Budget meeting on September 30, 2026, per Melissa.
4. OLD BUSINESS (Discussion and Possible Action)
 - a. Feedback from Burgers, Brews, and Blues event. Melissa and Ross discussed the event which was very good, and getting feedback from the community was welcomed. Melissa went over a list of suggested future events that came from the feedback:

Category	Idea
Community Event	How about a dance competition any adults or children can participate. Maybe during Burgers and Brews?

Category	Idea
Community Improvement	Big playground with a giant slide
Community Improvement	Turn Kmart into a community area - tiny shops, food, a stage, small parks
Other	Love the Night Market!
Community Event	Block Commerce and have an event or farmer's market
Other	Antique Store
Other	Fun forts, more building games at the park
Community Improvement	Focus on eliminating sidewalk housing. How long will Kmart lot stay?
Community Event	Movie Night at the pool
Community Event	Party as a fundraiser to create a community fund for people who need money
Community Event	Movie night at the park
Community Improvement	Clean up the homeless
Community Event	Community Clean Ups
Community Event	In person meetings at city hall.

- b. Review additional Community Survey result. Dante shared results from survey to date; one result was that 20% said they would consider serving on a committee.
- c. Community Clean Up Days - discussed with Beautification and CD7
- d. Up Information Days - joint with CD7. Melissa will meet with Ricardo Flores tomorrow (September 18) at Back Door Bakery and extended any invitation for others to join. Also see item (f) below.
- e. Emergency Preparedness - CERT, First Aid. Mark commented that handing out emergency preparedness material such as egress routes might be a valuable thing to do at events where we have a table. Flyers should point to existing groups that focus on emergencies where additional information can be obtained. Ross said that the Fire Department and/or CD7 should already have some material prepared that we could use or use as an example; Ross will talk to Ricardo about it.
- f. Any other ideas? Melissa shared, on CHAT, other possible ways to communicate with the community with a discussion following:

1. Launch a Dedicated STNC Civic App (or Web App Alternative)

Relying on legacy social media for community outreach leaves a massive portion of the neighborhood completely in the dark. According to the Pew Research Center, Facebook use has steeply declined over the past decade, plummeting from 71% to just 32% among younger demographics, with overall platform growth flatlining as users migrate away from algorithm-heavy feeds.

The Vision: A localized app for registered STNC property owners and businesses to receive emergency push notifications and participate in verified community polls.

The Compromise: If strict address-verification and app development prove too expensive, the council can deploy a lightweight "Progressive Web App" (PWA). This operates through

the mobile web browser but functions exactly like an app, drastically reducing development costs while still allowing for push notifications and mobile voting.

2. Transform the Website into a Digital Town Hall

Civic participation should not be restricted to those who have the luxury of free time on weeknights. Working professionals with overlapping commitments currently have no voice if they cannot physically occupy a seat at a meeting.

Dynamic Suggestion Box: Implement a feature where stakeholders can submit and upvote agenda topics.

Pre-Meeting Polling: Allow the community to cast digital votes or register opinions on upcoming agenda items prior to the meeting.

Direct Email Integration: Establish a formal protocol where written concerns emailed ahead of time are officially read into the minutes, ensuring remote voices carry the same weight as in-person attendees.

3. Mandate Universal Hybrid Access for All Meetings

Every official gathering from general neighborhood council meetings to Traffic & Safety and Neighborhood Watch” must be accessible from anywhere.

Concurrent Zoom & In-Person Access: Make live hybrid attendance a mandatory standard, not an optional convenience.

YouTube Archiving: Stream and permanently archive all meetings on a dedicated STNC YouTube channel.

Automated AI Transcriptions: Utilize current AI transcription tools to automatically generate searchable text records of every meeting for immediate posterity, making it effortless for residents to find exactly when a specific street or issue was discussed.

4. Establish a Transparent Pipeline to Council District 7

There is currently a disconnect between local neighborhood frustrations and tangible action from the city council level. The community needs a clear line of sight regarding what is being elevated to Councilwoman Monica Rodriguez.

Public Escalation Tracker: Create a publicly visible dashboard showing the status of issues forwarded to CD7. When community members submit requests for critical infrastructure updates—such as traffic-calming studies on Summitrose Street, Oro Vista Avenue, or Big Tujunga Canyon Road—they should be able to see exactly when STNC passed it to the Councilwoman's office and what the current status is.

Direct Availability: Schedule recurring, dedicated digital Q&A sessions specifically focused on District 7 updates, ensuring the Councilwoman's office remains accountable and accessible to Sunland-Tujunga's specific needs.

5. Deploy "Pop-Up" Civic Kiosks

Not everyone will download an app, log onto a website, or dedicate a weeknight to a town hall. To capture the voices of those who are busy or digitally disconnected, the council should establish a consistent physical presence where people already gather. Setting up informal, branded pop-up booths at local grocery stores, community events, or parks allows board members to share resources and engage in casual, face-to-face conversations without requiring residents to attend a separate, formal event. Equipping these booths with a tablet to collect quick, on-the-spot survey data is an excellent way to

capture broad, diverse neighborhood sentiment without requiring a massive time commitment from the public.

- g. Tree Lighting at Sunland Park, December 4th
 - h. Verdugo Hills Pool - Movie Night - postponed to December TBD.
5. NEW BUSINESS. Melissa went over events up coming.
- a. Upcoming EmpowerLA Events and Trainings:
 - Congress of Neighborhoods - Saturday, September 26th 8:00am - 5:00pm, City Hall. Melissa said she went last year and recommended it.
 - Planning Community Clean Ups - Wednesday, October 14th 12:00pm - 1:00pm. Virtual
 - Virtual event EmpowerLA for clean-up information, per Melissa.
 - b. New Upcoming events: Melissa went over events forth coming.
 - September Tree Watering, Saturday, September 26, 7:30am - 11:00am, North Valley City Hall.
 - Tujunga Little League Casino Night - Saturday, October 3rd, 6:30pm, Elk's Lodge. Sponsorship request from \$250 - \$1,000. Melissa suggested we vote on a \$250 donation, noting that a General Board vote would be needed and to accommodate this in the time frame needed it might have to be called together on short notice. While this might not happen, Melissa will still check to make sure we can have a table at the event, as required by the City. Melissa made a motion, Karen seconded and a vote taken which passed to sponsor for \$250 (**contingent on General Board voting**).
 - Dia de Los Muertos - Sunday, November 1. Discuss options for sponsorship including request to use STNC tables. The event may need to borrow chairs and tables. A motion was made by Melissa, seconded by Ross, to allow the event to borrow STNC tables and chairs for their event, a vote taken which passed.
 - ST Forward - Indigenous People's Day - October 11th. Discuss options for sponsorship including request to use STNC tables. Melissa noted that we cannot participate if we don't have anyone that is indigenous; Dante said he is half Chicano and that might help. Supporting and participating is, again, contingent on having a table at the event per City rules and an emergency General Board meeting to vote would have to be called to approve. A motion was made by Melissa, seconded by Ross, a vote taken to sponsor the event including providing tables and chairs and the vote passed (**contingent on General Board voting**).
 - c. September STNC Newsletter - items/ideas for inclusion. Dante said a lot of the content he prepares ends up being deleted and he would like to go over the contents at Outreach meetings. A discussion ensued with Melissa, Sherry and Karen commenting. Karen suggested putting responsibility on other organizations to get the material to Dante as much as possible every month; an email soliciting material in a designated format to be returned by a set date for many organizations was reasonable. Karen wasn't sure the Outreach committee would be that knowledgeable about on-going events to edit the draft thoroughly. The contents of the newsletter was discussed. Ross shared some info about his experiences when doing the newsletter. Businesses cannot be promoted although an article could be accepted about how a business got its' start. A possible second newsletter during

the month was mentioned but seemed like a significant increase in (volunteer) work by Dante. Holiday house decorations (Christmas) were discussed with how homes could be recognized in the newsletter. Karen noted that you had to be careful about sharing information, if the owner didn't agree, to protect privacy, etc. Ross suggested an interactive map, similar to what Pat Kramer uses for tree watering where people could flag their property for viewing. Mark remembered in past years there was a successful contest held for decorations.

- d. Requests for possible future agenda items. Holiday map, emergency preparedness, SWAG update.
- 6. Next Outreach Meeting: Thursday, October 15th at 7:00 PM, location Zoom. Skip December meeting.
- 7. ADJOURN. 8:13 pm.