

Sunland-Tujunga Neighborhood Council
Outreach Committee Meeting
January 19, 2023, 7:00 PM

- 1. Call to order/comments by Chair, Shauna Scanlon 7:04 p.m.**
 - a. Roll call: Shauna Scanlon, Karen Moran, Cheryl Schmidt, Leny Freeman.
Absent: Claire Gordon, Belinda Woodruff
 - b. Others present: Mercedes del Castillo, Marjorie Maxon, Wesley Carrera, Cindy Cleghorn, Lallah Rowe, Sherry McCoy
- 2. Assign minute taker.** Karen
- 3. Discussion/Motion: Approve minutes from November 2022 meeting.** Approved.
- 4. Discussion/Action: Upcoming Outreach Events: Volunteers needed to staff STNC outreach booths.**
 - a) Jan. 21 (Sat) 10am-1pm: Health & Safety Fair @ Aurora Banquet Hall Tujunga**
 - i. Logistics discussed; storage unit around 8:30am, others can be at Hall around 9am. Tables will be there, need to be set up.
 - ii. Entertainment candidates (musicians (Ashley Andrada, guitar/singer)
 - iii. Game-table for children, sign-in Log (can use for mailing list and also to support non-profits who need demographics on who they have trained)
 - iv. Officer Perez to speak on subject and other speaker(s) TBD as well as someone from STNC.
 - v. Can get balloons (Dollar Store bouquet, red and white if possible) and 'sandwich boards' from STNC storage.
 - vi. Joseph, at Aurora Banquet Hall, mentioned he would be receptive to other community events. They are now a sponsor for the event.
 - vii. Cindy has STNC shirts and name badges for board members
 - b) Feb. 11 (Sat) 10am-Noon: Coffee & Tea with STNC @ DIY Center Tujunga**
 - i. Do It Yourself (DIY) Center, Tujunga. Manager (Victoria) agreed for us to be there for 2 hours. Need a couple of tables, 6-8 chairs (minimum).
 - ii. Tujunga Coffee Shop, "5.2 Patio" can provide coffee/tea for DIY event.
 - c) Mar. 25 (Sat) 1-5 pm: Game Night (Little Landers Historical Society) @ Bolton Hall**
 - i. Wesley from Bolton Hall: talk at the beginning and then board games, interact, learn about history of the community. STNC can help with refreshments and getting the word out about the event. Bottled water, coffee, granola bars (pre-packaged/sealed items) suggested. 24 water-cases (2 of them) should be enough, about 60 people estimated to come.

- ii. Wesley will check to see if items donated by STNC can have STNC logo on them. Cindy suggested, with elections coming up, some kind of a map showing regions for STNC.

iii. **Approve up to \$100 for refreshments/sponsorship.** Approved.

5) **Other outreach opportunities.** Marj Maxon from the STNC Beautification Committee – Sunland Welcome Garden (across the street from Ralphs (next to 210 entry/exit)) celebrating anniversary, would like to have an event for the community possibly March 18; Marj asking for suggestions from Outreach members. Event could also advertise STNC (table, hand-outs); small space. Beautification Committee could request funds for some water, etc. If an ‘Event’, need to get a form 30 days in advance.

6) **Discussion/Action: replenish outreach items.** Cheryl will check out storage units; will get list and estimate to budget committee for approval.

7) Discussion/Action: Election Outreach Plan

- i. Finalizing locations for elections. Hybrid (in person and vote by mail for 2023 elections) baselined.
- ii. Cindy - comments about advertising (bus benches, social media posts), Candidate videos/interviews/statements.
- iii. 2021 Election Plan was presented. Detailed information on how to proceed for supporting elections. Can be used/updated as a go-forward plan for this year and future years.
- iv. Cindy brought forward what other Neighborhood Council’s have done.
- v. Mailers that have gone out in the past are roughly about 17,000 for residents and businesses.
- vi. Mercedes Del Castillo presented proposed social media outreach plan, ‘come join the team’ theme. In particular at election time negativity comes from some people in the community; having a positive, consistent approach is important (via social media primarily). Mercedes’ plan will be posted on the STNC website.
- vii. Outreach needs to take the lead for election promo.
- viii. **Vote.** Vote to proceed following these approaches: (1) postcards, (2) bus-bench ads, (3) other ads (social media), (4) banners, (5) candidate forms, (6) voter registration outreach with STNC members/friends working in-person to register people, (7) incorporate Mercedes’ ideas. **Vote Approved.**

8) General Public Comment on Non-Agenda Items - none

9) Announcements/Closing Comments - none

10) Adjourn 8:53 p.m.