

MAY 2021 OUTREACH MEETING MINUTES

Meeting was called to order at 7:00pm

Roll Call: Michael De Lazzer, Alli Spotts-De Lazzer, Scott Mandell

Absent: Nancy Kremer, Randall Fried

Quorum Established.

Chair Comments. Final Outreach meeting under the current Board. The Chair thanks committee members and the public for their service. Points to the Committee accomplishments: mission statements, face covering printing and distribution, survey of Studio City residents, growth in Facebook outreach and better coordination across our social platforms, Juneteenth Walk, pandemic zoom meet-ups, Neighbors Helping Neighbors, connection with the SC Public Library thanks to Emily Aaronson, mass mailing that funded the Election, and mailer thanks to Lisa Sarkin and Brian Carroll for revised artwork. Chair recognizes the accomplishments of Lisa Sarkin for creating the largest turnout in memory. The chair also points to items the committee failed to address: new banners for events with updated logos, SCNC sign postings on Ventura, pop-up signage.

April minutes filed, without objection.

Public comments taken.

Juneteenth Walk. Michael and Alli will post signs on all street corners the weekend prior to the event with Erica Fox. The current and incoming Board members are encouraged to participate in sign posting, chalking the night prior, and attending during the event to meet and greet event-goers. This is a free opportunity for the new board to meet their constituents. Emails will be sent by the Chair requesting participation and recommending attendance. Scott Mandell will help Michael chalk streets with the SCNC logo. Local high school students will chalk street directions along the event's path. The Outreach committee will print documentation in recognition of high school student's service to the community. SCNC street stencils will be picked up the week prior to the event. Chalk and supplies will be purchased with the help of Richard Niederberg. Pizza will be provided to volunteers after the chalking and sign postings. Michael will pick up pizza. Michael and Erica will remove signs Monday morning following the event. The street chalk will wash away naturally, it is non-toxic, temporary, and tested.

Emily Aaronson from the SC Public Library reports tentative re-opening date for in-person visits. Continuing SCPL Library-To-Go program and on-line events.

Recreation Center representative did not attend.

Summer Family Event Series. Shoconcepts detailed plans for a Summer event series, presentation by Steve Ryan. This is a pay-per-visit proposed event, on the rooftop of parking structure 690. Events would take place several nights a week over the course of the summer,

with different themes. Concerts, dancing, movies—with proper PPE protocol would be observed.

Chair mentions because it is a profit-making venture—it causes problems with direct SCNC sponsorship. However there are other ways in which the SCNC may contribute to earn a logo on the event. Potential opportunities include assisting in maintenance and trash removal, support via letters to the city / parking agents.

Concerns over noise were mentioned and insurance.

Committee passes motion to board Outreach 20210510(a): The Board of the Studio City Neighborhood Council supports and encourages the creation, production, and operation of the Lot 690 Summer Event Series by Shoconcepts on the parking garage rooftop of the structure at 12225 Ventura Boulevard. We ask the District 2 Councilmembers office to also consider supporting this project anyway it can.

Chair is encouraged by the proposal, one goal of Outreach has been to upscale SCNC sponsored events, and eliminate expensive projects with poor production value that have traditionally low attendance.

Meeting Adjourned 9:02pm