

OUTREACH committee meeting minutes 3/3/22 at 7pm

Call to Order at 7:09pm

1. Roll Call:

Brandon Morino: Present

Karen Sarrow: Absent

Sheri Kessel: Present

Teri Austin: Present

Julie Houlihan; Present

Ira Gold: Present

Quorum established

2. Approval of February 3rd meeting minutes:

Approved without objection

3. Update by the Committee Chair:

Social media numbers improving, but we still have a ways to go. Numbers are still in line with the numbers from other Neighborhood Councils. National Night Out in August, Outreach has been asked to volunteer manpower for the event.

4. **Public Comments** on non-agenda items within the committee's jurisdiction:

National Night Out details. Comments about the upcoming SaaS website, which is still in LA Clerk limbo. Board meetings divided.

5. Possible presentation by **Public Officials**:

None

6. **Discussion Item: Info Sheets for SCNC Committees.** These one-sheets would contain pertinent information regarding the mission of the highlighted committee (ex. Homelessness sheet will have information about city and county contacts procedures to get involved and help. These can be distributed at SCNC kiosks (such as the Farmer's Market), SCNC events, and can be downloaded from the upcoming SCNC website upgrade.

Public and Committee comments include: Add phone numbers, LA River details (County or City), outsource color copies, LA River map breaking down sections and who runs what, visit each committee meeting and ask what they'd like on their one-sheet.

7. **Discussion Item: SCNC Kiosks.** Update on Farmer's Market inclusion. This discussion will also include how to best set up an SCNC kiosk for ANY upcoming event.

Public and Committee comments include: Have people circulating around the area, engaging the public. Never stop anybody. Don't hang around other kiosks. QR codes on front sign. We still have old logo banner. Can make secondary banner at Staples. Have the secondary banner be "Get Involved" or "What's On Your Mind?". We still have approx. 1000 pens at the office. Farmer's Market provides the tables and tent.

8. **Discussion Item: Social Media Update** -- Discussion of SCNC social media progress and corralling social media accounts who have yet to know we exist on platforms, or who believe another account is our own.

Public and Committee comments include: Reach out to Studio City businesses on social media and let them know we exist, and ask they follow us. Engage with businesses who are following studiocitync on OG (stolen account) and redirect them to studiocitycouncil. We have a blue checkmark to authenticate us.

9. **Comments from committee members** on subject matter not listed on Agenda but fall within the Committee's jurisdiction and possible future Agenda Items: None

10. **Closing comments by the Committee Chair:** None

11. Adjournment: Motion by Brandon Morino, Seconded by Sheri Kessel. No objections.

Adjourned at: 7:59pm