

COUNCIL BOARD

- Kim Clements
- Randall Fried
- Ira Gold
- Jeff Hartwick
- Jackson Hoffman
- Julie Glaze Houlihan
- Lisa Karadjian
- Lara Koraiian
- Scott Mandell
- Brandon Morino
- Richard Niederberg
- Karen Sarrow
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- Adan Summer
- Peggy Velasco



EXECUTIVE BOARD

- PRESIDENT**
Randall Fried
- VICE PRESIDENT**
Scott Mandell
- TREASURER**
Kim Clements
- SECRETARY**
Brandon Morino
- CORRESPONDING SECRETARY**
Jeff Hartwick

studio city neighborhood council
OUTREACH
committee

MEETING AGENDA
THURSDAY, OCTOBER 7, 2021
7:00 PM

Zoom Meeting Online or By Telephone

<https://us02web.zoom.us/j/89587878553>
Meeting ID: 895 8787 8553 and press #

Or dial 1-669-900-6833 to join the meeting then enter this Meeting ID: 895 8787 8553 and press #

studiocitync.org



COMMITTEE MEMBERS:

- Brandon Morino (chair)
- Karen Sarrow (SCNC Board)
- Doug Slohm (stakeholder)
- Sheri Kessel (stakeholder)
- Teri Austin (stakeholder)
- Julie Houlihan (SCNC Board)
- Randall Fried (Pres., ex-officio)

1. Call to Order and Roll Call (1 minute)
2. Approval of May 10 and August 9th meeting minutes (1 min)
3. Introduction by the Committee Chair (5 min).
4. Public Comments on non-agenda items within the committee's jurisdiction. If accessing the meeting by phone, please use *9 (star 9) to raise hand, and *6 (star 6) to unmute (2 minutes each).
5. **Discussion - Proposed Draft of the Digital Communications Policy for Neighborhood Councils.** The recent draft outlines policy regarding the use of Digital Media as it relates to the engagement of stakeholders.

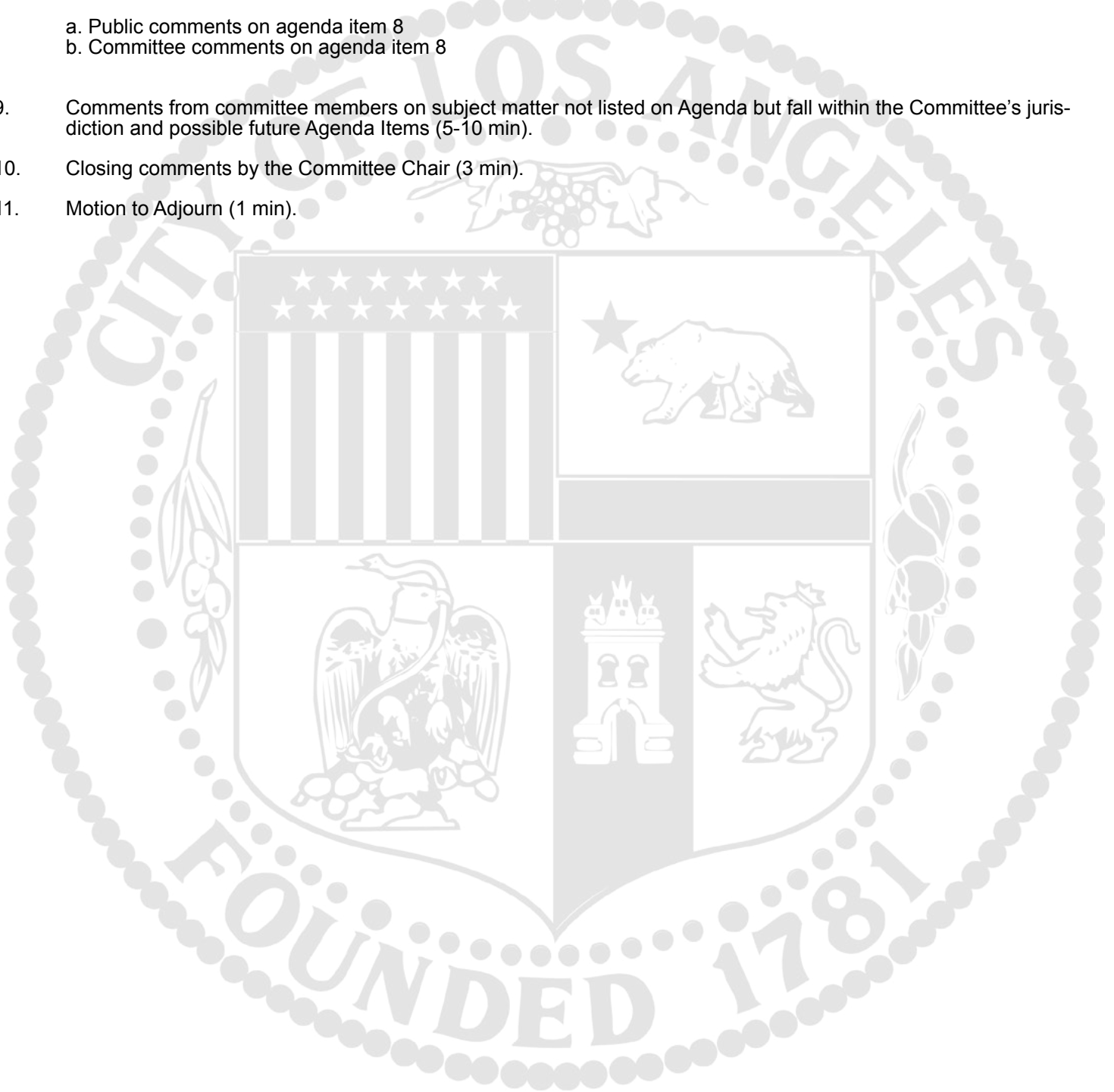
<https://empowerla.org/wp-content/uploads/2021/07/Draft-Digital-Media-Policy-for-BONC-on-7.1.2021.pdf>
6. **Discussion and Possible Action-- SCNC Online.** Proposed motion: The Board of the Studio City Neighborhood Council approves the adoption of The Web Corner's new SaaS system, which brings new features, selective admin access, operational flexibility, and cross-council module sharing to the SCNC website, at the expense of a \$2500 one time set up fee and a slightly higher per month cost.
 - a. Presentation of the SaaS system features
 - b. Public comments on agenda item 6
 - c. Committee comments on agenda item 6
7. **Discussion and Possible Action -- Satellite Postings:** Proposed motion: The Board of the Studio City Neighborhood Council approves the utilization of Satellite Postings, which are intended to reach out and engage stakeholders where they congregate most. Every effort will be made to avoid postings both within venues having business with the Board in the past 3 months and their immediate surroundings.

 These will be utilized in addition to the Brown Act required public agenda posting at CBS. These Satellite Postings have been updated based on NCAD, NEA, committee and public feedback.
[attachment 7a]
 - a. Public comments on agenda item 7
 - b. Committee comments on agenda item 7

8. **Discussion and Possible Action -- Social Media Posts** -- Proposed motion: The Board of the Studio City Neighborhood Council approves the adoption of a multi-platform social media posting plan-of-action that will intensely focus on necessary information about public services, Studio City history, and SCNC events.

Utilizing graphics and colors to engage the stakeholders in a politically-neutral manner and encourage the online sharing of the posts, this multi-platform plan is in line with the proposed Digital Communication Policy set forth by the Board of neighborhood Commissioners **[attachment 8a]**

- a. Public comments on agenda item 8
 - b. Committee comments on agenda item 8
9. Comments from committee members on subject matter not listed on Agenda but fall within the Committee's jurisdiction and possible future Agenda Items (5-10 min).
10. Closing comments by the Committee Chair (3 min).
11. Motion to Adjourn (1 min).



PLEASE NOTE: This is a satellite posting for the purpose of public engagement. For the Brown Act legally-required agenda posting of the meeting, please visit the **STUDIOCITYNC.ORG**



**THIS IS YOUR
COMMUNITY.
GET INVOLVED**

SCNC EVENTS FOR THE WEEK OF SEPTEMBER 5TH

MON
SEPT. 6
6:00 PM

SUSTAINABILITY

This committee is about add whatever is needed to get the point across here, in two sentences or fewer. A quick, sticky blurb that doesn't promise anything will do just fine.

This meeting will be conducted entirely via Zoom. Go to StudioCityNC.org for more information

TUES
SEPT. 7
7:00 PM

HOMELESSNESS

This committee is about add whatever is needed to get the point across here, in two sentences or fewer. A quick, sticky blurb that doesn't promise anything will do just fine.

This meeting will be conducted entirely via Zoom. Go to StudioCityNC.org for more information

WED
SEPT. 8
7:00 PM

LAND USE

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This meeting will be conducted entirely via Zoom. Go to StudioCityNC.org for more information

THU
SEPT. 9
6:00 PM

PUBLIC SAFETY

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This meeting will be conducted entirely via Zoom. Go to StudioCityNC.org for more information

Scan QR code or go to **studiocitync.org**, select "Calendar" from the menu, then select meeting. The meeting information will contain both the Zoom log-in information and a PDF agenda no fewer than 72 hours prior to the meeting



Attachment 8a:

SOCIAL MEDIA POSTINGS: A re-imagining of the old PDF Quick Reference Sheet concept. These would be posted on Twitter, Instagram, and Facebook. They'd be accompanied by a text post better detailing the service highlighted -- like MyLA311, or Homeless Assistance, or Wild Animal Help -- or historical facts presented [NOTE: Example 1 has filler text where the information will be placed].

Example 1: COLOR SPLASH

Super simple, but catches the eye



Example 2: HISTORICAL INTEL

Reconnects stakeholders with history of SC



Example 3: POSTCARD

Famous pics of SC with throwback headline font



Example 4: MODERN STUDIO CITY

Modern photos of our neighborhood.

Studio City Neighborhood Council Committee Meeting Agendas are posted for public review on the SCNC website at studiocitync.org and at the CBS Studio Center Radford and Colfax gates.

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION

In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Studio City Neighborhood Council meeting will be conducted entirely telephonically.

Every person wishing to address the Neighborhood Council must dial 669-900-6833, and enter the meeting ID, followed by pressing # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS

The public is requested to dial *6, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

THE AMERICAN WITH DISABILITIES ACT

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment by email: NCsupport@lacity.org or phone: (213) 978-1551.

PUBLIC ACCESS OF RECORDS

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at 4024 Radford Ave. Editorial Bldg. 2, Room 6. Studio City, CA 91604 and at our website: www.studiocitync.org or at the scheduled meeting.

In addition, if you would like a copy of any record related to an item on the agenda, please contact Randall Fried at (323) 828-2149 or email: rfried@studiocitync.org

PUBLIC POSTING OF AGENDAS

Neighborhood Council agendas are posted for public review as follows:

1. CBS Studio Center outside the Radford and Colfax gates.
2. www.studiocitync.org
3. You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at the City of Los Angeles [Subscription Portal](#).