

CITY OF LOS ANGELES

California



SYLMAR NEIGHBORHOOD COUNCIL

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SYLMAR NEIGHBORHOOD COUNCIL MEETING OF THE OUTREACH COMMITTEE – MINUTES

Committee Chair: David M. Rodriguez, Ph.D.

Tuesday, August 9, 2016

6:30 PM – 8:30 PM

ITT Technical Institute – Theory Room 13

12669 Encinitas Avenue, Sylmar, CA 91342

The Sylmar Neighborhood Council Outreach Committee Minutes are a summary, not an exact, word-for-word transcript of what was said at the Meeting.

1. **Call to Order.** The meeting was called to order by Dr. Rodriguez at 6:36 p.m. Present were committee members Wilson Bell, Kathy Bloom, Maria Silva, and Carlos Lara. Jose Oliva was absent.

Also present were Ricardo Benitez, Keith Burkes, Jose Diaz, Lucille Floresta, Eugene Hernandez, Marti Marshall, Patti Rau, Diana Rodriguez, Ruben Rodriguez, James Russell, and Linda Willeford.

2. **Housekeeping, Sign-In Sheets, Speaker Cards for Agenda Items, Recording and Timekeeper.** Speaker Cards were not necessary. Patti Rau of the SNC Budget Committee agreed to take the minutes. Dr. Rodriguez served as timekeeper.
3. **Appointment of Committee Member by Committee Chair.** Dr. Rodriguez appointed Diana Rodriguez, Community Based Organization Representative, to the Committee.
4. **Public Comment** on matters not appearing on the agenda.
 - a. Public Officials & Representatives. None.
 - b. Stakeholders. **Eugene Hernandez** said that the July meeting minutes referencing the removal of speed bumps/humps was incorrect. **Linda Willeford** raised concerns about the growing number of homeless encampments on the hillsides above Oak Ridge Community. **Jose Diaz** expressed dismay at the buildup of trash that lines our streets, and recommended a beautification project along Foothill Boulevard.
5. **Community Presentation.** Keith Burkes from ITT Technical Institute welcomed everyone to the campus and spoke about ITT's mission and efforts to engage the community.

Old Business

6. **Discussion and update** relative to preparations for the Sylmar Neighborhood Council's town hall/community resource fair scheduled for October 15, 2016. Dr. Rodriguez said that the town hall will focus on three themes: Back to Basics, Crime and Safety, and Emergency Preparedness. Speakers will be given 20 to 25 minutes to present, followed by 20 to 25 minutes of Q and A. The event will be held at Sylmar Charter High School. A "Save the Date" effort will begin soon.
7. **Discussion and update** relative to which business and/or individual to recommend for recognition at the Sylmar Neighborhood Council's general board meeting on August 25, 2016. Dr. Rodriguez passed around the certificates of recognition that Sylmar businesswoman Vivian Hartman and resident Janet Gibson will be receiving at the August 25th general board meeting. Wilson Bell suggested that guidelines be established for naming recipients.
8. **Discussion and update** relative to the Sylmar Neighborhood Council's "Precinct Walk/Day of Action" scheduled for August 20, 2016. Dr. Rodriguez explained that this event will take place in the Harding Street Elementary School neighborhood. Board members and volunteers will go door to door to hand out SNC brochures and 311 flyers. The Outreach Committee will try to have this walk every quarter.

New Business

9. **Approval of Minutes** of the July 12, 2016, Outreach Committee Meeting. There were corrections and changes suggested by Eugene Hernandez and Marti Marshall. 1st by Maria Silva, with corrections/changes; 2nd by Wilson Bell. Vote – 5 Yes; 0 No; 1 Absent; 1 Abstention.
10. **Discussion and possible action** to approve an amount not exceeding \$475.00 for the purchase of 25 green Harrington Knit Polo shirts with embroidered SNC logo from Spots & Dots Etc. (Sylmar). Each SNC Board Member (21 in all) will receive a polo shirt. The remainder (4) will be given to members of the SNC Outreach Committee. Dr. Rodriguez said the Harrington Knit Polo shirts were chosen over T-shirts. 1st by Wilson Bell; 2nd by Carlos Lara. Vote – 6 Yes (Wilson Bell, Kathy Bloom, Carlos Lara, David Rodriguez, Diana Rodriguez, Maria Silva); 0 No; 1 Absent.
11. **Discussion and possible action** to approve an amount not exceeding \$215.00 for the printing of 3,500 letters, in black and white, for distribution to Sylmar students in grades 3-5, and the printing of 180 letters, in color, for distribution to Sylmar teachers in grades 3-5, from C & M Printing (Tujunga). These letters will accompany SNC pens, pencils, and brochures (purchased previously) that will, in turn, be distributed to both students and teachers in September. 1st by Wilson Bell; 2nd by Carlos Lara. Vote – 6 Yes (Wilson Bell, Kathy Bloom, Carlos Lara, David Rodriguez, Diana Rodriguez, Maria Silva); 0 No; 1 Absent.
12. **Discussion and possible action** to approve an amount not exceeding \$1,200 for promotional materials related to the Sylmar Neighborhood Council's town hall/community resource fair scheduled for October 15, 2016. This includes, but is not limited to, 8 ½ x 11 flyers, half sheet flyers, posters, and lawn signs. 1st by Maria Silva; 2nd by Wilson Bell. Vote – 6 Yes (Wilson Bell, Kathy Bloom, Carlos Lara, David Rodriguez, Diana Rodriguez, Maria Silva); 0 No; 1 Absent.
13. **Discussion and possible action** to set a date and plan for a beautification project at Osceola Elementary School in September. Carlos Lara said that this project will take place on Saturday, October 1. The principal, Jose Velasquez, is in favor of the project and will team up with Mr. Richard Cacho of Ultra Greens in Sylmar to donate mulch and plants.
14. **Committee Member Comments** on subject matters within the committee's jurisdiction. **Ricardo Benitez** from the Office of Assemblywoman Patty Lopez offered to print the black and white letters to be distributed to LAUSD students in grades 3-5.
15. **Closing Remarks, Announcements, Acknowledgments, and Adjournment.** Dr. Rodriguez thanked the public for attending. Meeting adjourned at 8:30p.m. 1st by Wilson Bell; 2nd by Maria Silva. Vote – 6 Yes, 0 No, and 1 Absent.