

CITY OF LOS ANGELES

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SYLMAR NEIGHBORHOOD COUNCIL

PRESIDENT: Tammy Flores

VICE PRESIDENTS:

Administration: Diane Valencia

Communications: Maria Silva

TREASURER: Wilson Bell

PUBLIC RELATIONS: David M. Rodriguez

SYLMAR NEIGHBORHOOD COUNCIL MEETING OF THE OUTREACH COMMITTEE – MINUTES

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

Tuesday, January 10, 2017

6:30 PM – 8:30 PM

St. Didacus Church – Parish Center/Room 3

14337 Astoria St., 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 6:32p.m. Present were committee members Wilson Bell, Carlos Lara, and Diana Rodriguez. Maria Silva arrived at 7:00p.m. Kathy Bloom was absent.

Also present were Jose Diaz, Lucille Floresta, Eugene Hernandez, Marti Marshall, and George Ortega.

- 2. Housekeeping, Sign-In Sheets, Speaker Cards for Agenda Items, Recording and Timekeeper.** Speaker Cards were not necessary. Dr. Rodriguez agreed to take the minutes and serve as timekeeper.
- 3. Public Comment** on matters not appearing on the agenda:
 - a. Public Officials & Representatives. **None.**
 - b. Stakeholders. **None.**

New Business

- 4. Approval of Minutes** of the October 11, 2016, Outreach Committee meeting. 1st by Wilson Bell, 2nd by Carlos Lara. Dr. Rodriguez noted that the vote counts for Items 8 and 9 should reflect two absences, not one. Vote – 4 Yes, 0 No, 2 Absent.
- 5. Discussion and possible action** relative to holding a “Neighborhood Walk/Day of Action” on Saturday, January 28, 2017. Dr. Rodriguez suggested the possibility of having all twenty-one board members canvass their own neighborhood, with the goal of reaching twenty homes each. Mr. Bell said that we should do what we did the last time: identify a neighborhood, pair up twos, and canvass several streets. Ms. Rodriguez agreed, recommending that we follow the structure from the previous neighborhood walk. A meeting point was discussed. Ms. Rodriguez suggested the Osceola Elementary neighborhood. Marti Marshall agreed. Eugene Hernandez said we should go the full two hours, 10am to Noon. After further discussion, the Osceola Elementary neighborhood was selected as the meeting point. 1st by Wilson Bell, 2nd by Diana Rodriguez. Vote – 4 Yes, 0 No, 2 Absent.
- 6. Discussion and possible action** relative to holding the Sylmar Neighborhood Council’s third community mixer on Saturday, February 18, 2017. Dr. Rodriguez, building on a point Mr. Bell made during the previous discussion, suggested that we continue to hold the community mixer for continuity and community-building purposes. Dr. Rodriguez suggested the Crawfish Company in the Gladstone/Hubbard shopping center. Lucille Floresta recommended The Crunchy Crab on Glenoaks St., as the site is bigger and more conducive to intermingling. Marti Marshall agreed. The committee settled on The Crunchy Crab. 1st by Wilson Bell, 2nd by Carlos Lara. Vote – 4 Yes, 0 No, 2 Absent.
- 7. Discussion and possible action** relative to which business and/or individual to recommend for recognition at the Sylmar Neighborhood Council’s general board meeting on Thursday, January 26, 2017. Dr. Rodriguez said he received one nomination, stakeholder Celeste Rios, who was recommended by Peggy Courtney, Chair of the Homeless Services Committee, for her work in putting together “care bags” for the homeless. Dr. Rodriguez offered the Sylmar Kiwanis Club for its volunteer work with high school students and longstanding service to the community. Maria Silva offered no objections, but recommended some names going forward. The committee settled on Celeste Rios and the Sylmar Kiwanis Club. 1st by Wilson Bell, 2nd by Diana Rodriguez. Vote – 5 Yes, 0 No, 1 Absent.

8. **Strategy Session:** The committee, along with the stakeholders in attendance, discussed the successes of the Outreach Committee to date, as well as what worked and didn't work. Four themes emerged from this discussion: 1) that the committee continue with the activities it started to generate momentum, and that it document its activities and establish a template for continuity and accountability purposes; 2) that the committee identify community leaders throughout Sylmar with whom to work and coordinate efforts; 3) that the committee actively solicit the participation of each board member in an attempt to reach out to Sylmar's diverse constituencies; and 4) that the committee build a database of organizations in Sylmar that can serve as force multipliers for the work it and the Council are doing. As it relates to soliciting community feedback and improving communication, it was suggested that the committee do surveys twice a year and encourage other board members to get us the names and e-mail addresses of stakeholders to build our database.
9. **Committee Member Comments** on subject matters within the Committee's jurisdiction. Dr. Rodriguez first offered the floor to the stakeholders in the audience. Jose Diaz talked about the last SNC community cleanup and suggested that assignments be doled out to volunteers to ensure the success of said projects. Marti Marshall said she looked forward to the next neighborhood walk and encouraged the committee to work with all board members in getting Sylmar's diverse constituencies involved. Lucille Floresta, building on a point Maria Silva mentioned earlier in the meeting, suggested that bringing back the Sylmar parade was an idea worth exploring. George Ortega said that we need to continue to do grassroots outreach. Diana Rodriguez recommended that we continue to do what we are doing. Carlos Lara thanked everyone for coming and for the constructive criticism offered. Maria Silva said she would like to look into purchasing SNC banners. Wilson Bell again stressed the importance of documenting the committee's activities and publishing a template to help the next Outreach Committee in its work.
10. **Future Agenda Items:** Dr. Rodriguez noted that the next meeting of the Outreach Committee falls on Tuesday, February 14, Valentine's Day. He suggested that the committee move its meeting to Monday, February 13. 1st by Maria Silva, 2nd by Wilson Bell. Vote – 5 Yes, 0 No, 1 Absent.
11. **Closing Remarks, Announcements, Acknowledgments, and Adjournment.** Motion to adjourn at 8:17p.m. 1st by Wilson Bell, 2nd by Carlos Lara. Vote – 5 Yes, 0 No, 1 Absent.