

CITY OF LOS ANGELES

California



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SYLMAR NEIGHBORHOOD COUNCIL MEETING OF THE OUTREACH COMMITTEE – MINUTES

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

Monday, February 13, 2017

6:30 PM – 8:30 PM

Coffee and Cream

13739 Foothill Boulevard, 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 6:30p.m. Present were committee members Wilson Bell (arrived at 6:40p.m.), Kathy Bloom, Carlos Lara, and Maria Silva. Diana Rodriguez was absent.

Also present were Amanda Bloom, Cheri Blose, Kurt Cabrera-Miller, Cristina Coria, Veronica De Lara, Lucille Floresta, Eugene Hernandez, Ann Job, Marti Marshall, George Ortega, Bonnie Rodgers, and Tony Wilkinson.

- 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.** Ann Job, SNC Government Affairs and City Services Committee chairperson, updated the Outreach Committee on the SNC's upcoming CD 7 Candidates Forum at Los Angeles Mission College on Friday, March 3, 2017. She asked for the Committee's support in publicizing the event, distributing flyers, and putting up lawn signs. Cristina Coria, Field Representative for the Office of State Assemblyman Raul Bocanegra, introduced herself to the group and said she looked forward to working with the SNC on its community initiatives.
 - b. Stakeholders.** None.

New Business

- 4. Approval of Minutes** of the January 10, 2017, Outreach Committee meeting. 1st by Maria Silva, 2nd by Carlos Lara. Vote – 3 Yes (Lara, Dr. Rodriguez, Silva), 1 Abstention (Kathy Bloom), 2 Absent (Bell, Diana Rodriguez).
- 5. Discussion and possible action** relative to supporting the Make Your Horse Count event scheduled for May 21, 2017. Cheri Blose, SNC Equestrian Committee chairperson, updated the Outreach Committee on preparations for the annual Make Your Horse Count event. She provided an overview of the day's events, discussed community partnerships, and passed out "Save the Date" flyers. Maria Silva encouraged Ms. Blose and the Equestrian Committee to reach out to the local schools for participation. Tony Wilkerson suggested that the SNC take advantage of the Make Your Horse Count event by educating residents about Sylmar's way of life. Kathy Bloom asked Ms. Blose how much money she was requesting from the SNC to hold the event. Ms. Blose said \$3,500. Kathy Bloom suggested that the figure be raised to \$5,000. The Outreach Committee agreed. 1st by Kathy Bloom, 2nd by Carlos Lara. Vote – 5 Yes (Bell, Bloom, Lara, Dr. Rodriguez, Silva), 0 No, 1 Absent (Diana Rodriguez).
- 6. Discussion and possible action** relative to supporting, in an amount not to exceed \$500, the 7th Annual Cesar E. Chavez Inspirational Youth Conference on March 11, 2017, at Vaught International Studies Academy. Veronica De Lara, Cesar Chavez Youth Conference Committee chairperson, presented. She provided an overview of the conference, its history, and this year's schedule of events. Ms. De Lara said that students from Sylmar High School and Sylmar Biotech Academy had been invited to participate and attend. Maria Silva wanted to know why, say, students from Discovery Charter were not invited to attend. Ms. De Lara said it was an oversight. Wilson Bell said Ms. De Lara would need to fill out an NPG request. Dr. Rodriguez mentioned that the SNC logo should be on the conference's program agenda. Ms. De Lara agreed and suggested that SNC members attend themselves and distribute SNC promotional materials. 1st by Wilson Bell, 2nd by Kathy Bloom. Vote – 4 Yes (Bell, Bloom, Lara, Dr. Rodriguez), 1 No (Maria Silva), 1 Absent (Diana Rodriguez).
- 7. Discussion and possible action** relative to the planning and execution of Outreach projects between February 2017 and June 2017. Dr. Rodriguez suggested that the Outreach Committee devote the remaining months of the 2016-2017 fiscal year to supporting SNC projects like the Make Your Horse Count event. He said that Outreach should work with other committees on amplifying their

messages. Ms. Silva said the Committee should devote its efforts to increasing its database. Beyond that, she said, the Committee should also undertake smaller outreach projects, like setting up the SNC tent in front of Vons or the 99 Cents store. Marti Marshall recommended that the Committee continue to spearhead community cleanups. Eugene Hernandez mentioned that he would like every SNC committee to buildup its own database and send e-mails to stakeholders notifying them of committee meetings.

8. **Committee Member Comments** on subject matters within the Committee's jurisdiction. Dr. Rodriguez first offered the floor to the stakeholders in the audience. Tony Wilkerson thanked the Outreach Committee for a great meeting. Cheri Blose said she welcomed the support for the Make Your Horse Count event. Carlos Lara thanked everyone for attending. Maria Silva reminded all those present that we need to build our stakeholder database. Kathy Bloom said she wouldn't mind holding the next meeting of the Outreach Committee at Coffee and Cream.
9. **Future Agenda Items:** Please e-mail the committee chair at David.M.Rodriguez@SylmarNC.org
10. **Closing Remarks, Announcements, Acknowledgments, and Adjournment.** Motion to adjourn at 8:07p.m. 1st by Maria Silva, 2nd by Carlos Lara. Vote – 5 Yes (Bell, Bloom, Lara, Dr. Rodriguez, Silva), 0 No, 1 Absent (Diana Rodriguez).

Minutes by David M. Rodriguez