

**Outreach Committee  
Members**

LaRhonda “Ronnie” Frost, Chair  
Alex Goode  
Surat Hazra  
Mihran Kalaydjian  
Jackie Knoll  
Danica Middleton  
Miriam Preissel



*City of Los Angeles*

**LAKE BALBOA  
NEIGHBORHOOD COUNCIL**



Neighborhood Council

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## Special Outreach Committee Meeting Agenda

**Saturday, August 24, 2024**

**10:00 AM Meeting Starts**

**FlyAway Bus Terminal**

**7610 Woodley Avenue, 2nd floor**

**Lake Balboa, CA 91406**

*Free parking in the row closest to Woodley*

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte LaRhonda Frost, Secretaria, al (818) 779-9026 o por correo electrónico [ronnie@lakebalboanc.org](mailto:ronnie@lakebalboanc.org) para avisar al Concejo Vecinal.

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.

Out of an abundance of caution due to the expected attendance and participation of a majority of Board Members at the following Committee meeting, this agenda is noticed as a Joint Meeting of the Committee and the Board, in adherence with the State’s Brown Act. Voting committee members: LaRhonda Frost, Chair, Michael Cortez, Alex Goode, Surat Hazra, Miriam Preissel, Jackie Knoll, Danica Middleton (Quorum is 4).



I. **CALL TO ORDER AND BOARD ROLL CALL**

II. **GENERAL PUBLIC COMMENT**

III. **NEW BUSINESS**

- a. Approve minutes from April 2024 and August 2024.
- b. Discussion and possible action around social media ad spending and associated fees.
- c. Discussion and possible action around redesigning our LBNC logo redesign and copywriting.
- d. Discussion and possible action around Outreach budget items, events, and subscriptions, including, but not limited to, the following:
  1. Friends of the Sepulveda Basin Dog Park Santa Photo Event (Miriam)
  2. Lake Balboa Holiday Parade.
  3. Zoom digital advocacy workshop.
- e. Update on one sheet for top issues.
- f. Discussion and possible action regarding Survey responses and prioritize any changes.
  1. Discussion and possible action around a mailer.
- g. Discussion and possible action around translation costs for our brochure and social media posts.
- h. Discussion and possible action around our website refresh/redesign.
- i. Discussion and possible action regarding cost and execution plan for Zoom meetings.

IV. **ADJOURNMENT**

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, or other auxiliary aids and/or services may be provided upon request. To ensure the availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or emailing [NCsupport@lacity.org](mailto:NCsupport@lacity.org).

**Public Posting of Agendas** - Neighborhood Council agendas are posted for public review as follows:

- **Ralph's Market**, 17250 Saticoy St., Lake Balboa, CA. 91406
- The Lake Balboa Neighborhood Council website: [www.lakebalboanc.org/](http://www.lakebalboanc.org/)

- You can also receive our agendas via email by subscribing to [L.A. City's Early Notification System \(ENS\)](#)

**Notice to Paid Representatives** - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying).

For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

**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 our website by clicking on the following link: [www.lakebalboanc.org](http://www.lakebalboanc.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 LaRhonda Frost at [ronnie@lakebalboanc.org](mailto:ronnie@lakebalboanc.org) our current secretary.

**Reconsideration and Grievance Process** - For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website [www.LakeBalboaNC.org](http://www.LakeBalboaNC.org).

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**Newsletter** [www.lakebalboanc.org](http://www.lakebalboanc.org)

**Lake Balboa Neighborhood Council Board Meetings** Please join us at our regularly scheduled Lake Balboa Neighborhood Council Board Meetings on the first Wednesday of the month (except January & July) at:

**Gault St. Elementary Auditorium**, 17000 Gault St., Lake Balboa, CA 91046, Start Time: 7:00 pm