

**CITY OF LOS ANGELES
CALIFORNIA**

**Outreach Committee
Members**

LaRhonda Frost, Chair
Michael Cortez
Alex Goode
Surat Hazra
Mihran Kalaydjian
Jackie Knoll
Danica Middleton



**LAKE BALBOA
NEIGHBORHOOD
COUNCIL**



Neighborhood Council

P.O. Box 7720
Lake Balboa, CA 91409
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Email: ronnie@lakebalboanc.org
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**Special Joint Meeting of the LBNC Board
and Outreach Committee Agenda
Meeting Notes (Approved: October 23, 2023)**

**Monday, August 28, 2023
7:00 PM Meeting Starts**

**ONEgeneration
17400 Victory Blvd.
Van Nuys, CA 91406
LAST building on the property**

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 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, Mihran Kalaydjian, Jackie Knoll, Danica Middleton (Quorum is 4).

I. CALL TO ORDER AND BOARD ROLL CALL (7:00)

LaRhonda Frost, Chair	Present
Michael Cortez	Absent
Alex Goode	Present
Surat Hazra	Present
Mihran Kalaydjian	Absent
Jackie Knoll	Present
Danica Middleton	Absent

III. GENERAL PUBLIC COMMENT - Comments from the public on non-agenda items within the Board's subject matter jurisdiction. Each speaker will be allowed 2 minute(s).

IV. NEW BUSINESS

- a. Discussion and possible action to develop outreach strategies, plans, and budget to encourage stakeholders to participate in joining the neighborhoods councils.
 - How do we attract members who are not digital? Surveys?
 - Set digital media engagement goals - 10% increase in engagement

- b. Discussion and possible action on planning upcoming outreach events for stakeholders to meet and get involved in the community, including the Movie in the Park.

Established Goals:

- Up to 4 events hosted/co-hosted for the 2023/2024 year
- Up to 4 table setups at other event

- c. Discussion and possible action regarding increasing the budgeted amount for our Mailchimp subscription to up to \$80 per month. This will allow for features including scheduling emails and allowing more than one post in a 24-hour period. Up to \$60 was approved at the August 2, 2023, General LBNC Board meeting, however, additional funds are needed for taxes. The LBNC is still on the free, limited plan until an LBNC cardholder upgrades our Mailchimp account.

Motion	Move to increase the budget for MailChimp to up to \$80.				
Made By	Ronnie		Seconded	Alex	
	Yes	No	Abstain	Ineligible	Recuse
LaRhonda Frost, Chair	X				
Michael Cortez	absent				
Alex Goode	X				
Surat Hazra	X				
Mihran Kalaydjian					
Jackie Knoll	X				
Danica Middleton	absent				

- d. Discussion and possible action for up to a \$600 ad budget to be used to market social media posts including our meetings and events.

Motion	Move to add to the budget up to \$600 for social media for the year.				
Made By	Ronnie		Seconded	Alex	
	Yes	No	Abstain	Ineligible	Recuse
LaRhonda Frost, Chair	X				
Michael Cortez	absent				
Alex Goode	X				
Surat Hazra	X				
Mihran Kalaydjian					
Jackie Knoll	X				
Danica Middleton	absent				

- e. Discussion and possible action for up to a \$500 budget to print the new tri-fold brochure once redesigned.

Motion	Move to add to the budget up to \$500 for printing new trifold brochure				
Made By	Ronnie		Seconded	Alex	
	Yes	No	Abstain	Ineligible	Recuse
LaRhonda Frost, Chair	X				
Michael Cortez	absent				
Alex Goode	X				

Surat Hazra	X				
Mihran Kalaydjian					
Jackie Knoll	X				
Danica Middleton	absent				

V. 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 email: 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/
- 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. For assistance, please contact the Ethics Commission at (213) 978-1960 or 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, 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 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.

PLEASE HELP US KEEP LAKE BALBOA A SAFE, FUN, GROWING COMMUNITY

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Follow us on Instagram at: [@LakeBalboaNC](https://www.instagram.com/LakeBalboaNC)

Sign up for our email list on our website at www.LakeBalboaNC.org to receive our LBNC Newsletter, Lake Balboa event information, community surveys, and much more!

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: 7:00pm

ALL MEETINGS ARE OPEN TO THE PUBLIC