

Van Nuys Neighborhood Council



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Chair, Outreach Comm.

Van Nuys Neighborhood Council Special Joint Meeting of the Van Nuys Neighborhood Council and the VNNC Outreach Committee

Agenda

Wednesday, February 4, 2026
6:30 PM

Van Nuys Branch Library
Community Room
6250 Sylmar
Van Nuys, CA 91401

On the Civic Center Plaza

Van Nuys
Neighborhood Council
P.O. Box 3118
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This meeting is noticed as a Special Joint Meeting of the Van Nuys Neighborhood Council and the Outreach Committee, called by the President, because there may be a majority of neighborhood council board members present in a number sufficient to take board action. Any action taken at this meeting will only be an action of the Outreach Committee members present and not an action of the Van Nuys Neighborhood Council as a body.

Comments from the public on agenda items will be heard only when the respective item is being considered. 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/Committee 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 or Committee meeting.

Public comment is limited to a maximum of 2 minutes per speaker per item with a maximum of 10 minutes total per meeting, unless adjusted by the presiding officer of the Board. **Actual time for each comment will be recorded in 30 second increments (i.e., 30 sec., 1 min., 90 sec., 2 min.).**

Speakers shall limit their comments to matters relevant to the item on the agenda. The Chair may rule that the speaker is out of order if the comments are not germane to the item under consideration. Speakers shall direct their comments to the Committee (not to an individual).

Chair of Outreach Committee: Francois Verin

Members: John Camera, Brandon Gruzen, Ann Kalb, Ray Mandarino

- 1. Roll Call and Pledge of Allegiance** (NOTE: Two separate roll calls: one for members of the Outreach Committee and one for other VNNC Board Members in attendance)
- 2. Discussion and possible action regarding general VNNC marketing strategies.**
(Reference p. 4)
- 3. Discussion and possible action regarding compliance with DONE Digital Guidelines.**
(Handout)
- 4. Discussion and possible action regarding utilization and management of website.**
(Reference p. 5)
- 5. Discussion and possible action regarding update to WordPress software for website and upgrade to a paid MailChimp account to facilitate more frequent eblasts.**
- 6. Discussion and possible action regarding recommendations to the Board on promotional items to be purchased and handed out at various local events.**
- 7. General Public Comment on Non-Agenda Items (2 min per stakeholder). Note that topics discussed must be within the jurisdiction of the VNNC.**
8. Identification of topics Committee members would like to discuss at a future meeting.
9. Adjournment

THE AMERICANS WITH DISABILITIES ACT - 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 and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 72 hours prior to the meeting you wish to attend by contacting VNNC by via email at: info@vnnc.org

SERVICIOS DE TRADUCCION - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 72 horas antes del evento. Por favor contacte a info@vnnc.org por correo electrónico para avisar al Concejo Vecinal.

PUBLIC POSTING OF AGENDAS – VNNC agendas are posted publicly near the front door to the conference room of the Marvin Braude Constituents Building, 6262 Van Nuys Blvd., Van Nuys, CA 91401 and also online at www.vnnc.org. You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <https://lacity.gov/government/subscribe-agendas>

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, 6262 Van Nuys Blvd, Van Nuys, CA 91401, at our website: <http://www.vnnc.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 via email: info@vnnc.org

RECONSIDERATION AND GRIEVANCE PROCESS - For information on the VNNC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the VNNC By-laws. The By-laws are available at our Board meetings and our website <http://www.vnnc.org>

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 §§ 48.01 et seq. More information is available at: <https://ethics.lacity.gov/lobbying/>

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

List of Outreach Methods VNNC Currently Uses

- Posts on home page of vnnc.org website of articles with photos and narrative about key issues and events
- Add events to website calendar w/ links on current events column on right side of home page. Events include formal VNNC meetings (Board and Committees), as well as events sponsored by government officials and agencies.
- Posts on social media – Facebook, Instagram, and Next Door (NextDoor is government account provided by City)
- Monthly “eblasts”/newsletter sent the day before GBM meeting with info about Board meeting agenda and flyers for many local events (to mailing list of over 1400 addresses via MailChimp)
- Co-sponsorship of events put on by local government officials (primarily with CD 6 and local Recreation Centers). Generally participate in park events in fall (Halloween/Day of the Dead) and spring (Egg Hunt, etc.). Support annual Van Nuys Homeless Count.
- Tabling at co-sponsored events and other local events – primarily events sponsored by local government officials. (Generally give out promotional items branded with VNNC name and website, as well as notices of upcoming meetings and informational handouts, at the table.)

Issues for discussion regarding website/social media/digital outreach

Compliance with DONE digital policies

- Assignment of key roles
- Limitations on content

Issues related to website

Content

- Who provides input to WebMaster on upcoming community events?
- Who provides articles about VNNC activities?
- What should be on the homepage? How frequently should items on the home page be changed?

Look and feel

- Need calendar on home page with linked agendas for meetings and flyers for events (currently right hand column of home page).
- Do we want to change the structure of the home page? Is there a model we particularly like?
- How do we get more people to click through from a "headline" on the front page to the page with more information?

Resource Pages

- What is the purpose?
- How do we keep info updated?
- How do we decide to say "yes" or "no" when an organization wants us to add their info to our resource page(s)? (e.g., have request from organization that maintains webpages on topics relevant to seniors)

Other Pages that should be updated or eliminated

- Such as page for MERs has not been updated since 2020