

CITY OF LOS ANGELES
California



Outreach Committee:

Mireira A. Morán, Chairperson
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Mary Patterson

7248 Owensmouth Ave, Canoga
Park, CA 91303
canogaparknc.org

Canoga Park Neighborhood Council

Outreach Committee
Agenda

Thursday, February 22, 2024

6:30 PM to 8:00 PM

7248 Owensmouth Ave, Canoga Park, CA 91303

- I. Call to Order and Roll Call
- II. General Public Comments (10 Minutes)
 - a. Comments from the public on non-agenda items within the Board's subject matter jurisdiction.
Each speaker will be allowed 2 minute(s)
- III. Review of Past Outreach Efforts
 - a. Discussion on previous outreach activities
 - b. Analysis of what worked and what didn't and why
- IV. Strategic Planning
 - a. Setting SMART Goals
 - i. Specific, Measureable, Achievable, Relevant and Time-Bound objectives.
 - ii. Prioritization of goals based on community needs and committee capacity
 - b. Skills and Roles Inventory
 - i. Brief sharing from each committee member about their skills and experiences
 - ii. Discussion on aligning members strengths with committee needs
- V. Development of Outreach Strategies
 - a. Digital Marketing Strategy
 - i. Defining key platform and content strategy

- ii. Planning for social media campaigns, website updates and email marketing
- b. Traditional Media and Community Engagement
 - i. Strategies utilizing traditional media (press releases, flyers, community boards)
 - ii. Engaging community organizations and local business

VI. Community Awareness

- a. Updates on upcoming events and activities in Canoga Park
- b. Identifying opportunities for committee involvement and support

VII. Adjournment

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por contacte Raymond Cole, Presidente, al 626-765-7451 o por correo electrónico raycole@NeighborhoodCouncil.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.

The Neighborhood Council system Enables meaningful Civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, comprised of elected and/or appointed stakeholder volunteers who are devoted to the mission of improving our communities.

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- 7248 Owensmouth Ave, Canoga Park, CA 91303
- CanogaParkNC.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: canogaparknc.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 Mireira A. Morán, Secretary, by email at: mireiramoran@canogaparknc.org.

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 at canogaparknc.org.