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**Issam Najm, President; Susan Gorman-Chang, Vice President; Gabriel Khanlian, Secretary;  
Andrew Krowne, Treasurer; David Balen, Signer; Asaad Alnajjar  
Jason Hector; Alex Kim; Becky Leveque; Hassan Memarian; Jennifer Milbauer**

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**Porter Ranch Neighborhood Council (PRNC)**

**Sustainability Committee Meeting**

**Tuesday, 20 February 2018  
Starbucks at Porter Ranch 19759 Rinaldi St.  
Porter Ranch, California**

**Meeting Minutes**

1. Meeting called to order

- Susan Gorman-Chang called the meeting to order at 6:33 pm.

2. Welcome

- Sustainability Committee Co-Chair and PRNC Vice President Susan Gorman-Chang introduced and welcomed Lane Semper, Sustainability Committee Co-Chair and stakeholder, Jason Hector, PRNC board member and PRNC Sustainability Committee member, Hassan Memarian, PRNC board member and PRNC Sustainability Committee member, Elizabeth Voros, stakeholder and CSUN student, Brandii Grace, stakeholder, Ed Barrett, stakeholder and Volunteer NASA Solar System Ambassador, and Sylvia Hanna, stakeholder and real estate broker.

3. Roll Call/Quorum

- Susan Gorman-Chang performed the roll call and declared a quorum of 100%.

Here (4)	Susan Gorman-Chang, Lane Semper, Jason Hector, Hassan Memarian
Absent (0)	

4. Comments from Co-Chairs

- Susan reminded the committee members and stakeholders present that this meeting will focus solely on planning for Porter Ranch Neighborhood Council's Earth Day festivities on Saturday, April 14 at Holleigh Bernson Park.

5. Motion To Approve Minutes

- Lane called for a motion to approve minutes from the January 29 and January 16, 2018 Sustainability Committee meetings, which Jason seconded. The vote was called.

For (3)	Susan Gorman-Chang, Lane Semper, Jason Hector
Against (0)	
Abstain (1)	Hassan Memarian (Was not present for January 29 meeting)

## 6. Earth Day Planning

- It was confirmed that City Council member Mitch Englander will be speaking at the event around 1:00 pm.
- Susan brought up renting a sound system from AAA, but Jason has found a battery operated public address/sound system with rechargeable battery packs. Also, the PRNC Board has approved a solar generator and 2 battery packs.
  - He explained that you can run off of one and recharge the other at a standard home outlet. Lane asked how long it takes to charge, and Jason said 3-4 days via the generator's solar panels, but plugging into your house basically charges it like a car battery.
  - He also said some there were some things to consider about the generators and its panels. The panels don't have wheels or the ability to prop up on its own and weigh 190lbs. Jason said they'll have to lean it up against a table or something similar. Lane suggested a wagon, and Jason shared a photo of a transporting accessory that customers can order for the product.
  - The PA system is also rechargeable, so they don't need to use the generator to power it. Generator is more for everyone else, and Jason said that they should prepare to have enough manpower to move it around, and should have some blankets for the generator.
  - The PA system is returnable within 30 days, and it can be shipped to Home Depot for pickup.
    - Susan thought that they should think of buying the solar system for future use instead of leasing it, because they have the money and will certainly use it again. She's really excited because last meeting they thought they might be forced to use a diesel or gas generator, which goes against the point of sustainability.
- Hassan wanted to know how much power they needed for the event in total: for the PA system, the photo booth.
  - Jason explained that the PA system is 800 watts, and the photo booth doesn't draw too much power. They won't be using the PA system constantly so they can unplug it some of the time. It also has bluetooth for syncing with devices to play music, and Lane offered to provide a variety of music and DJ since her table will be near the PA.
    - Brandy noted that the agenda says PRNC will have a spinning wheel at their table, and suggested that they could always have people spin the wheel to pick a song.
- Susan said that they've been approved to purchase the solar equipment, and they want to order it a couple weeks before the event to make sure it gets delivered to PRNC Treasurer Andrew Krowne, make sure it works, and so the members of the board who'll be working it can familiarize themselves and charge up the batteries.

## 7. Earth Day Planning (Continued)

- The board discussed the status of invitees for this year, including recurring invitees from previous years, and new ones.
- The committee began talking with Ed about appearing at the Earth Day festivities. He said that someone had talked about Brandon at JPL working on an alternative to have someone there. Ed talked about coming to represent NASA at Earth Day with appropriate handouts. He's very new, and just got his badge last week so he doesn't know what JPL provides for outreach events like this and will find out.

- Susan said that they'll lease all the tables, and if JPL doesn't provide a pop-up tent, they can provide a pop-up tent as long as he provides stuff for the table with a sustainability and climate change theme.
- They discussed the fact that JPL actually did methane monitoring, a topic of discussion at past Sustainability Committee meetings; Ed doesn't know if he can get their data, but knows they did in a previous mission.
- Susan explained that for each table, they're trying to get kids and adults to visit each table. Ed said that he can get paper models of Galileo and other JPL space probes for the kids
  - Lane remembered that kids can also go online and download cards so they can plan their own missions to Mars.
  - Ed added that kids can download plans to make paper models of spacecraft, and that he can have his own little models at the table to show the kids how space travel's evolved.
- Brandii asked what age group PRNC was targeting for table events, a concern that was echoed by Susan, asking how young they should be targeting. Jason said they should be targeting everybody.
- Brandii then raised the issue of streaming music at the event, and explained that it counts as a public performance at a public event put on by a government entity, so they'd need to pay licensing fees to play any copyrighted music on their own.
  - Ed volunteered that his band might have a CD they can use, which is partially original music and partially covers.
  - Brandii explained that PRNC can only play original music, not covers of copyrighted songs, but suggested that they could also invite radio stations to come and play their music and programming at the park.
  - They could also try to recruit local bands to play original music. A lot of times radio stations will go out to big events, and they'd be doing their stuff from the radio live at PRNC's event, so it would fall under their performance rights.
    - Brandii elaborated that there's a law against government entities playing copyrighted music at a public event. There's three major licensing organization for music performance licenses, and it would most likely cost thousands if PRNC wanted to pay the fees necessary. She recommended trying to contact the radio stations and framing the event as a form of promotion for them.
  - Lane asked, doesn't Matt know a ton of recording artists that he can get the okay to play their stuff? Brandii reiterated that it would have to be their original music.
- Susan suggested that the committee table the discussion of music at the event for now. We will consider getting a radio station & DJ next year. For now, we do not have lead time to do that.
- Going back to the table content at the event, she said that they were considering doing a passport sort of small notebook where kids can collect stamps or stickers from each table. Susan said will work with each organization so that each table has something for the kids to collect.
  - Ed said he would see what JPL has as far as stickers or stamps, and Jason said that PRNC would have extras just in case.
- Hassan asked if they had commercial partners for the event, and Susan said that they didn't.

- Jason pointed out that they would run into problems then if they decided to invite radio stations, though they were okay to invite non-profits and educational entities. Susan asked Elizabeth whether they could invite CSUN's radio station, but Elizabeth said that CSUN radio is a for-profit entity.
- Brandii asked why we don't have commercial partners, and Susan explained that it was because of permit costs.
  - It's more expensive to get permits for events that also incorporate commercial partners, and since this is only their second year operating as a neighborhood council, they were taking baby steps.
  - Jason added that they don't want the perception in the public that they're advocating for one particular corporation and as a result have to stay neutral.
  - Susan said partnering with others next year is something we can look into.
- Brandii said that she knew other neighborhood councils that had done events with neighborhood councils, so when Porter Ranch does the Earth Day event next year they can send out press releases to all radio stations.
- Susan asked what everyone thought of getting little passports to get people to visit each table for stamps/stickers, and Hassan asked what PRNC itself was giving away.
  - Susan said that they were giving out tchotchkes with the PRNC logo, along with magnets and flashlights.
  - Hassan said that those items don't really have anything to do with sustainability. He remembered seeing portable radios with solar panels on them, in case of disasters and thought they cost \$10-\$15. He suggested that they buy around 10 or 15 for drawing purposes.
    - Jason said that PRNC can't do a raffle. The Sustainability Committee had talked about buying something and raffling it but decided they can't spend taxpayer money on something only one person or a few people will get.
    - Susan talked about going to an environmental justice forum with Lane and winning a battery-powered mower, and having to give it to a non-profit in order for it to be given away at the Earth Day event.
- Brandii suggested the PRNC form a non-government non-profit to administer the Earth Day event in the future to avoid the problem of engaging with for-profit entities.
  - Jason said that they don't want to be seen as skirting the process.
  - Brandii assured the committee members that it wouldn't be unethical, and that the non-profit would take the brunt of the effort in planning and organizing the event and partner with PRNC. It's been done with other neighborhood councils, and would allow PRNC to offload some of the effort and planning while making sure that they're still remaining ethical, and also offset a lot of liability.
- Ed asked if the committee could email him the agenda so he could start the process of investigating what JPL could provide and what he could bring.
- Hassan said it they should have something nice to give away, that they always give away PRNC mugs.
  - Jason said that if Hassan has ideas, he should bring them to the board in the form of a motion because they'd already passed a budget for giveaways.

- Hassan said that it wouldn't cost much, and suggested doing something like solar-powered calculators, something that is at least in the area of sustainability.
- Susan said that they'd need to reorder reusable bags as well.
- Jason said that Susan can work with Hassan to put together a motion to approve the purchase of the calculators, so even if they're not ready by the time of this Earth Day festival, they'll still have them for future events.
- Susan introduced a draft of a letter to Eric Romain, STAND-LA Coalition Coordinator, and asked for feedback on the language of the letter as a template for formally inviting non-profits and speakers. Elizabeth said she would ask the Sustainability Club if they can put together a group to present at PRNC's Earth Day festivities.
  - Lane said that's why it's important for PRNC to have vegan food for attendees, for sustainability. Susan added that Subway catering went over well last year, but that they had to figure out a way for people to RSVP to figure out how much food they need to order.
- Jason didn't think they needed an RSVP for the food since the food is first-come, first-serve, but they do need a good count for the trees being given away by Tree People.
  - Tree People have agreed to come and already put the event on their website, they're just waiting on an official flyer for the event. Jason emphasized that they need a good count of the trees they'll need to bring to Earth Day event and a good summary of the information on the official flyer.
  - Brandii suggested that they could not have trees picked up at the event, but have people sign up and give their name and ID for pickup later. Jason said that Tree People have their own process, and that they'd need to hand out trees at the Tree People table.
  - Susan suggested including language on the event flyer to ask event attendees to RSVP if they want a free tree.
    - Jason reiterated that they should have an RSVP but understand that everyone isn't going to RSVP. And they should do an internal count, of how many present and how many on PRNC would want a free tree.
    - Susan said that she thinks the Tree People have a recommended buffer for how many extra trees they should bring to an event just in case.
  - Brandii asked: What if they reached out to see if Tree People have a process for that outside of just bringing the trees to the event? They can still bring them for the RSVP's, but they also have a way people can sign up who didn't know to RSVP.
    - Lane recommended having them bring a couple dozen trees more. Then people who don't get them the day of can drive to Coldwater Canyon and pick up more if they sign up at the event.
  - Jason asked how they would implement the RSVP, and Susan said that they would use the Porter Ranch Neighborhood Council email, the same thing they used for the holiday party.
    - Jason said that once they get that count, he'll do an internal PRNC count and add an extra 25 or so trees for people who come without an RSVP, and said he would handle the count.
- Susan said that they'll invite the LA Department of Sanitation to bring their mascots, plus the Audubon Society, and they'll have recycle bins as well for the recycling game for the kids and the Recycle Relay.
  - Jason said that the best games for kids last year were the scavenger hunt and the recycling game.

- Susan explained that the recycling game involved teaching kids how to sort garbage and recycling materials into black, blue, and green bins. PRNC can't give out prizes, but can give out more stickers for correct sorting. She added that last year, the girl scouts volunteered to run such games, and they'd need volunteers again this year.
- Jason asked if there were any other games they were going to do.
  - Susan said that they have the photo booth, through Hollywood Photo, and that it was less expensive with their referral from Lori. They would get three hours of photo booth use, unlimited prints and unlimited social media sharing. Hollywood Photo also said they'd try to bring some Earth Day props and signs.
    - Lane asked the what the cost of the photo booth would be, and Susan didn't have the exact amount on hand.
- Discussion moved on to the design of the flyer for the Earth Day event.
  - Brandii said that she designed a coloring page for the event, but suggested the flyer could be similar to it.
  - Jason said they should start with what information they should have on the flyer. Brandii said obviously, it should include the date, time, and place of the event.
    - Jason said that they should mention their speakers, Senator Henry Stern and City Councilman Mitch Englander, mention the free trees, free food and drinks. He asked whether they should say on the flyer to bring proof of residency to get a free tree?
    - Brandii said she could work on the flyer, and Susan agreed to email her the flyer from the previous year for reference.
    - There was debate about the exact language for the flyer regarding the free trees, whether it should say "proof of residency" or "proof of address".
      - Brandii said that "residency" refers to national citizenship, and that "residence" is just the address where you live, and more appropriate for the flyer.
  - Lane wanted to give some input on the invitation. The coloring page Brandii had designed resembled a huge tree, and Lane suggested making their flyer fun and using the design of the coloring page, putting names and times for the event on leaves and branches of the tree.
    - Brandii said that once they figure out the information necessary for the flyer, then they can start to be creative. She also said that she would be busy and wouldn't be able to do anything until Monday in terms of creating the flyer.
  - Lane then volunteered to create the flyer, and said she could do it by tomorrow night.
    - Susan said she would email Lane the flyer from last year and confirmed that Lane would have a new draft of a flyer for the event by tomorrow.
- At this point Lane invited stakeholders present to provide input and suggestions. None were offered, and Lane also voted to expedite the committee's invitation to Stern. Brandii seconded, but said that they need to know if he's coming before they can put his name on the draft flyer.
  - Lane said that his office's response was that he only needs to see the flyer that every other resident is going to see, and wants nothing fancy or formal.
    - Jason suggested that they can say "Elected officials" will be speaking on the flyer.



- Susan brought attention back to the draft invitation letter, and asked whether it was okay to send to other invitees, and Jason said that it looked good.
- Brandii said that Stern will be going to the Democratic State Convention, and they're both delegates, so she knows he also won't be reachable until Monday anyway.
- Lane asked whether Sylvia had any input, and Sylvia said this was her first time attending a meeting, but was happy with what everyone was saying.
- Susan asked if there was anything else, and Elizabeth asked who Susan had talked to at CSUN just so she knew. Susan said she'd talked to Lorraine Lundquist, and Elizabeth said she'd check with CSUN's Sustainability Club to see if they want to have a table at the event to present.
- Jason confirmed that Lane was going to do the flyer, and Susan said she'd email her the previous year's flyer tonight.
  - Jason explained that they can just concur on the final form of the flyer, and don't need to formally approve it. He thought it was better to send the draft letter with the flyer so recipients can post to it to their websites and social media, and recommended everyone reply to Lane's new flyer quickly to get it out ASAP.
- Lane asked whether they could think of something fun to do that's related to solar power and that they can have on the tables.
  - Hassan volunteered that he could look through his old files, having worked in the solar arena, and could possibly donate stuff to the PRNC table, things like solar purses and solar jackets as an example.
  - Lane said he could keep them at her table as well.
  - Susan said that she did have to do a plot plan organizing the location of all tables and tents, so they should let her know if they want her to put their tables next to or near each other.
- Susan thanked Brandii for attending and offering so much information. Jason talked about what other promotion they should do. They'd talked about running an advertisement in the Valley Voice on recommendation from the board. He asked if there were any other recommendations beside the committee's normal stuff like Facebook and email blasts.
  - Brandii said that the event should qualify for PSA's on the radio, that they can just call them up and tell them you're running an Earth Day event, and be able to run a 20-30 second ad.
    - Jason suggested Susan should record the ad, and Lane seconded.
    - Susan asked if it could be recorded on a phone, and Brandii said they'd need better than a phone to record it. She said she might have access to a voiceover studio or a high-quality microphone to record it, and Susan would email her regarding it.
  - Lane said that she thought the Valley Voice is small potatoes, and asked why they shouldn't try for the Daily News.
    - Jason said that since it was a regional event, they should use regional venues for marketing, something local to the North Valley.
    - Brandii said they should make banners for high traffic areas in the park, and maybe instead of paying the newspaper to run an ad, release a press release talking about how awesome Porter Ranch and the Sustainability Committee are doing in terms of sustainability.
      - Lane suggested also namedropping NASA, CSUN, and its Sustainability Club.

- Brandii said she was already drafting press releases for other, similar organizations, and to email her on Monday about possibly doing one for Porter Ranch.
  - Jason reiterated that they should still put an add in the Valley Voice, since it's in every store in Porter Ranch.
- Brandy asked if anyone on the board had a good relationship with local churches, to make an announcement about the Earth Day event.
  - Jason said that he had a connection at the local YMCA, and that they would post flyers and promote the event, and that David Balen was going to connect with his local church.
  - Hassan offered to promote the event on his local Home Owners Association's email blast.
  - Ed suggested promoting it on NextDoor, and Jason said he could email it to other local neighborhood councils, and that Lorrie would help get the word out to local schools.
- Susan confirmed that in past events they usually get kids who have to have a certain number of volunteer hours by the end of the year, and volunteer at Earth Day events.
  - She recapped that Elizabeth is going to invite the Sustainability Club from CSUN, she's emailing Ed so he can find out what kinds of things he can bring to the event. Brandii, will help her with the press release and she will email her to remind her. She'll email Lane the flyer from last year and Lane will get a draft of the flyer done within 24 hours. And she'll get the flyer to David and his church and respective HOA's. Sylvia's going to get it to the Devonshire Division of the LAPD. Jason will look into the Valley Voice ad.
- Brandii asked if they know what Assembly District their partner Northridge West was part of, and Lane confirmed it was 45.
  - Brandii said she was involved in that race, and knew almost all of them, so she could get whoever wins to try to help with the event. The special election's two weeks before the Earth Day event.
- Jason suggested having an email list of these outreaches, because they don't want different people sending to different outreaches. He said they may have to do that this year, but going forward we should really have a master list.
- Susan said that they should also have instructions for future board members to detail the process of planning events like these.
  - Sylvia said that she can also take the flyer to her realtor association.
  - Jason asked how much the Valley Voice ad was going to be, and Susan said it would be part of the Outreach Committee's budget.
  - Jason confirmed that they should do a half-sheet.
- Lane asked who runs the Valley Voice, and Jason confirmed that Reuters does.

#### 8. Motion To Adjourn The Meeting

- Susan Gorman-Chang adjourned the meeting at 7:59.