



Serving the Silver Lake Community Since 2003

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REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, August 16, 2022 – 7:00-8:15PM
Zoom Online Meeting: <https://us02web.zoom.us/j/82100122331>
or by telephone by calling (669) 900-6833 and entering
Webinar ID: 821 0012 2331

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION In conformity with the September 16, 2021 Enactment of California Assembly Bill 361 (Rivas) and due to concerns over COVID-19, the Silver Lake Neighborhood Council Governing Board and Committee meetings will be conducted entirely with a call-in option or internet-based service option. Every person wishing to address the Neighborhood Council must dial **(669) 900-6833** and enter **821 0012 2331** and then press # to join the meeting. Instructions on how to sign up for public comment will be given to listeners at the start of the meeting.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested dial *9 or use the “raise hand” option, when prompted by the presiding officer, to address the Board on any agenda item before the Board takes an action on an item. 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 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 1 minute per speaker, unless adjusted by the presiding officer of the Board.

AB 361 UPDATES - Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council’s control, the meeting must be recessed or adjourned.

THE AMERICAN 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 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Department of Neighborhood Empowerment by email: NCsupport@lacity.org or phone: (213) 978-1551. 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.silverlakenc.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 secretary@silverlakenc.org.

Any messaging or virtual background is in the control of the individual board member in their personal capacity and does not reflect any formal position of the Neighborhood Council or the City of Los Angeles.

**TIMES ARE FOR REFERENCE ONLY. ITEMS MAY BE ADDRESSED OUT OF THE ORDER LISTED.
ALL ITEMS ARE FOR DISCUSSION AND POSSIBLE ACTION UNLESS OTHERWISE NOTED.**

1. **Call to order/Roll Call [7:00PM]**
2. **Public comment on non-agenda items [7:05PM]**
3. **Monthly analytics review [7:10PM]**
4. **Minutes approval [7:15]**
5. **Old business [7:20PM]**
 - a. Discuss Bellevue Event on Aug 27th
 - i. Robbie + Arden to review final budget & spending.
 - ii. Go through run of show
 1. Who is bringing what
 2. Timing + Schedule for the day
 3. Who will be managing what
6. **New business [7:45PM]**
 - a. Brainstorm + type up talking points for board members to use as a jumping off point when talking to parents and stakeholders at the event on August 27th.
 - b. Action on dividing up Social Media responsibilities to prioritize more consistent posting + engagement opportunities.
 - c. Discussion + possible action on planning a Dia De Los Muertos event this fall
7. **Adjournment [8:15PM]**

SERVICIOS DE TRADUCCION

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a the SLNC Secretary, al (323) 413-7562 o por correo electrónico secretary@silverlakenc.org para avisar al Concejo Vecinal.

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; www.silverlakenc.org. In addition, if you would like a copy of any record related to an item on the agenda, please contact Albert Andrade at 323-919-1375 or email: secretary@silverlakenc.org

PUBLIC POSTING OF AGENDAS – Silver Lake Neighborhood Council agendas are posted for public review as follows:

- Silver Lake Recreation Center, 1850 West Silver Lake Drive, Los Angeles, CA 90026 • www.SilverLakeNC.org
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at: <https://www.lacity.org/your-government/council-votes/subscribe-meeting-agendas/neighborhood-councils>

Bylaws. The Bylaws are available at our Board meetings and on our website: <https://drive.google.com/file/d/1BwZ6hUzy3QhdKoH5c3kXRvNVamWfqv3M/view>

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

RECONSIDERATION AND GRIEVANCE PROCESS

For information on the Silver Lake Neighborhood Council’s process for board action reconsideration,

stakeholder grievance policy, or any other procedural matters related to this Council, please consult the SLNC

STATE OF CALIFORNIA PENAL CODE SECTION 403

(Amended by Stats, 1994, Ch. 923, Sec. 159. Effective January 1, 1995.) – Every person who, without authority of law, willfully disturbs or breaks up any assembly or meeting that is not unlawful in its character, other than an assembly or meeting referred to in Section 302 of the Penal Code or Section 18340 of the Elections Code, is guilty of a misdemeanor.

June 2022 Minutes

1. Call to order 9:03
 - a. Robbie, Debbie, Nina, Eric, Arden, David Ulman, Marsian - Present.
2. Public Comment on Non-Agenda Items
 - a. Nina
 - i. Suggested possibility of participating in a National Night Out on August 2.
 - ii. Seth C/Nick Fox Robbins - suggested a quarterly event.
 - b. Debbie
 - i. Saw dogs at grassy knoll and meadow off leash. Information campaign to be responsible dog owners.
3. Monthly Analytics Review
 - a. Review change in total email subscribers, open rate, and social media followers.
 - i. Eric added that we should add Twitter
 - ii. Debbie said there's ~38k stakeholders in SL.
 1. Questioned how many are legitimate and how many are duplicates?
 2. How to get people to sign up for early notification notices?
 3. Suggested a goal of 10% people, ~3,800 people
 - b. Discuss goals for subscriber and social media follower growth.
 - i. Eric suggested we ask CD4, CD13 to mention us in our regions.
 - ii. Robbie suggest we each ask our email to share with someone in the neighborhood
 - iii. Nina said we request funding for Kristina to continue working next year
 1. Contact DONE if we can get emails of people who voted in last elections. Raul
 - iv. Debbie suggested ask social followers to sign up for email on all platforms
 - v. Eric suggested we share buttons on specific items - ask Kristina
 - vi. 1 year goal is 880 (3,800 total), 6 month goal 440 (3,360) more followers
 - vii. Nina suggested we make sure to be inclusive in our digital outreach.

4. Old Business [7:20PM]

- a. Update and review of the Mayberry Elementary Tabling Event and managing the ongoing relationship.
 - Great event, met the PTO President
 - Debbie mentioned that they have a small garden and a possible collaboration with the Green committee
 - Nina met a previous board member whose car had been stolen on Benton Way and she connected him with Jose
 - David said that he would be happy to maintain the relationship.
- b. Update and review of the \$750 spent on outreach for Visions/Goals, Email capture, and Dog park survey.
 - Nina suggested that the next visions and goals meeting needs to be farther out from September.
- c. Discussion on the next outreach event that will be family oriented at a community center. Suggested date in August for a back to school event.
 - Debbie proposed we do something at Bellevue Rec Center. Coffee for parents, crayons for kids.
 - David agreed that this would be a great time/location for families and kids. He'll suggest possible dates for location.

- Nina suggested we reach out to Cafecito Organico, although Starbucks has donated to us in the past.
- Robbie suggested 8/27 as possible date, Nina to confirm that date with the Bellevue team.
- Discussed the National Night Out in Silver Lake for community involvement with the police.

5. New Business [7:50 PM]

- a. Discussion of new community touchpoints (ex. Nextdoor, local promotion partnerships, schools, TikTok) and digital materials (ex. photography, video) to increase engagement.
 - i. Debbie said to check with DONE about Nextdoor
 1. Said she'd be happy to reach out to history collective for photography
 - ii. Nina - said Sandra Driscoll is a stakeholder in SL and is a contributor to the Eastsider
 - iii. David has a note out to new co-chairs and will ask about running a TikTok. David is also working on follow ups with Micheltorena/Ivanhoe on ways to partner/collaborate. Also suggested we ask Trader Joe's if we could host an event outside of the store.
 - iv. Marsian suggested we ensure that the photo is original and they offer the rights to the SLNC.
 - v. Robbie took over SLNC Nextdoor.
- b. Possible July 4th messaging and community support from the council.
 - i. Eric suggested we direct people to official fireworks. Celebrate responsibly.
- c. Discussion and possible action of the SLNC cabinet at Rec Center and missing signage and supplies.
 - i. ARDEN HAS THE KEY and went a few months ago and Alex has a good amount of what was useful in the cabinet.
 - ii. Debbie asked if there was any video equipment in the cabinet. Debbie suggested we get a few more keys.
 - iii. Nina suggested we talk to DONE about the video equipment and list of previous assets for the previous board.
- d. Discussion on use of logo for flyers
 - i. Debbie - asking if we can use logoed flier without board approval?
 - ii. Robbie/Arden determined that we can continue to use it.

Arden motions to extend meeting 10 minutes, Robbie seconds. Approved.

- e. Discussion of budget priorities for next fiscal year.
 - i. Robbie
 1. Regular digital promotion to grow our digital audience.
 2. Quarterly event
 - ii. Debbie
 1. Suggested we have a bigger focus on elections
 2. Thanksgiving/Holiday donations
 3. Fun outreach event for families/kids for Nov/Dec
 - a. \$250 quarter
 4. Marsian said they've not had the best experience targeting on Meta platforms.

6. Adjournment [8:40 PM]

July 2022 Minutes

1. Call to order/Roll Call [10:03PM]
 - a. Marsian De Lellis (Non-participating), Debbie Slater, Nina Sorkin, Genelle Le Vin, Eric Brightwell, John Paul Dryer, David Omenn, Arden Grier, Robbie Burton
2. Public comment on non-agenda items [7:05PM]
 - a. Lenni Lara Lamb- Manos Case (Survive in spanish), Non profit helping service people out of Washington Irving Middle School. Planning wellness event partnering with Children's Hospital, want to offer free vaccines for 6 months and up. Event is October 15th. Opportunity to sponsor and participate.
 - b. Genelle - Got the ok from CD 13 to move forward with Laurel and Hardy fest, Saturday October 22th, 12:30-4pm. Neighborhood council to help with outreach, postcards for local businesses.
3. Monthly analytics review [7:10PM]
4. Old business [7:15PM]
 - a. Discuss Bellevue Event on Aug 27th
 - i. Debbie - Met with Matthew G at CD13 about providing materials to contribute to the kids. Suggested we still purchase items regardless of what the CD13 team does.
 - ii. Event promotion (letter to schools, promotional flier, social).
 1. Back to school Flyer
 - a. 40x per school, other rec centers, SLIA (Genelle), Parent groups, The Eastsider (Robbie), Debbie handles printing. Hollywood Sunset Free Clinic (Arden), Imaginology (Robbie), Silver Lake Jewish Community Center (Debbie/Nina).
 - b. Genelle - included information about Save the Date and can use another
 - c. Debbie asked Matthew CD13 to print. Want to find someone to print a few larger versions.
 - d. Genelle had the idea to make a Spanish version. Nina suggested print it on both sides.
 2. Giveaway
 - a. This will be for the item from CD13
 3. Debbie suggested we invest in some clipboards for the email sign up sheet.
 - iii. John Paul motions to approve all documents, Arden seconds. Motion passes.
 - iv. David says his wife is native Spanish speaker and can help us translate them. David also suggested we get some temporary tattoos.
 - v. Discuss event execution
 1. Children's materials and set up (snacks, art supplies, gifts)
 - a. David suggests temporary tattoos, Debbie sidewalk chalk, Arden has cornhole, Maebe Facepainting
 - b. Debbie - Pretzels and fruit
 - c. Coffee - Cafecito Organico
 - d. Water - big jug with spigot (Robbie)
 - e. Nina suggests we get a good budget layout set up. Genelle suggested CD 13 may be able to help with.

- f. Debbie said Jimmy can lend us some extra tables/chairs
 - g. Nina suggests local region representatives should be there.
 - 2. Coffee for adults and set up
 - 3. SLNC Materials we want to hand out/have on hand
 - a. Skip the lid survey
 - b. Stairs handouts
 - c. Compost bins, what's the deal with the logo stickers?
 - i. Can do a compost giveaway. Arden suggests we participate at the Farmers Market
 - vi. Arden Motions to extend to 815, John Paul Seconds
 - 1. John Paul suggests we have
- 5. New business [7:45PM]
 - a. Brainstorm new ways to reach parts of the community that we struggle to engage (think outside the box!).
 - i. David suggests a Dia de los Muertos Event - more significant
 - ii. John Paul suggests we cosponsor events with specific communities that we're trying to reach.
 - iii. Nina mentions lack of engagement is in region 2, 3, and 5. Look at the businesses in those regions.
 - iv. Debbie suggested we get in touch with Dulce Stein who used to work on the Dia De Los Muertos event. Event can still be at the Triangle Plaza, just need insurance if it's more than 50 people. 323.447.5213 Genelle's number.
- 6. Adjournment [8:15PM]