



Serving the Silver Lake Community Since 2003

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REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, November 15, 2022 – 7:00-8:30PM
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] - [Tracking Sheet Link](#)**
4. **Minutes approval [7:15]**
5. **Discussion topics [7:20PM]**
 - a. Discuss goals and ideas for \$500 digital marketing spend.
 - i. Event promotion, Email promotion. Help creating marketing materials.
 - b. Quick update on conversation with Stephanie at GPACC and reaching the Senior community in Silver Lake.
 - c. Follow up discussion of any holiday related events or ways to give back to the community.
 - i. Presence at SL Farmer's Market to collect socks/blankets.
 1. Who is interested in signing up to do it?
 2. What dates do we want to have a presence?
 3. Where are materials going to be donated?
 - ii. Elementary school holiday collaboration - any end of year events we could help promote or participate in?
 1. Who would be interested?
 - d. Discuss creation of and budget request for SLNC swag/promotional materials and possibly creating new materials.
 - i. Discuss Print Materials and potential collaboration with the Elections Committee.
 - ii. Discuss Physical Materials
6. **Adjournment [8:30PM]**

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>

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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.

Minutes 10/10/22 7:03pm

Roll Call

- Robbie Burton
- Natalie Frieberg
- Phillip Kim
- Arden Grier
- Debbie Slater
- Genelle Le Vin
- Kristen E
- Eric Brightwell
- Nina Sorkin
- Genelle LeVin

1. Public comment on non-agenda items [7:05PM]

- Debbie: Gets newsletters from Ron Galperin's Office and he's doing a survey on strange fees relating to the city and asking whether these fees are fair and what exclusions should be included.
- Nina: Reservoir committee meeting from 4-6pm regarding the master plan. 45 days for final public comment.

2. Monthly analytics review [7:10PM] - [Tracking Sheet Link](#)

Debbie asks

3. Minutes approval [7:15]

Arden motions to approve minutes, Debbie seconds. No corrections. Approved Genelle present not voting, Eric - present not voting, Phillip - present not voting. Robbie, Kristen, Arden, Nina, Debbie - Yes. 5 - 0 pass.

5c. Follow up discussion on ways we can help the small business community in Silver Lake.

Natalie Friedberg joins the meeting and suggests the outreach team can help with the *Safety on Sunset* program, particularly Parkman to Maltman and what they were hearing was not being reported to LAPD or the Council office. Disruptive behavior from people (often unhoused folks), throwing items, stealing tip jars from coffeeshops, and young employee in one of stores had someone wave scissors and threaten rape. There's a huge problem finding labor for restaurants and coffeeshops, so adding safety concerns makes it even harder, and therefore livelihood concerns for business owners.

She looked into an unarmed task force called *Circle* that started in Hollywood but has yet to expand to Silver Lake. Considered private security but was too expensive.

They came up with a business watch called Safety on Sunset.

Debbie asks how big is the poster and what does the QR code link to. And what can SLCN do.

-Links to a blurb about the program and the ultimate goal is for business owners to be able to communicate with each other.

- Help pass them out and make people aware of business watch

Nina: Mentions she's a member of Police Northeast Station and at a meeting they did a walk with the Police for Echo Park. Asked if Natalie had done a walk with Police for Rampart Station.

- Natalie said they've been working closely with Rampart and Northeast district. Spoke to the neighborhood prosecutor's office to confirm that someone wouldn't be arrested and prosecuted right off the bat, unless someone repeatedly causes problems. Told story about how senior lead officer speaking to

Eric: Cautiously optimistic about this and sees the need for it. He works at a business on Maltman and Sunset. Natalie suggests Eric reach out to her about their issue where a person is defecating on the doorstep daily.

Arden: Expresses concerns about calling something a 'neighborhood watch' in the sense that it has historically been racially charged. How are we ensuring that 911 isn't the go-to option, but instead the alternatives.

- Natalie: 911 is near the bottom and the goal is to clarify when it's appropriate to call 911. It's called a business watch because it's easiest for people to understand.

Kristen: Asked about the Circle program in Hollywood and more details.

- Natalie: Looking to expand it.
- Kristen suggests Natalie give a presentation at the board level about the Circle program.

Debbie: Asks if we have an action plan for distributing this and how we can do it, so we can bring the motion to the board.

Arden: Action item would be whether or not to support the program and hand out the materials.

Robbie: Really inspired by my convo with her.

Genelle: Started on Sunset in Silver Lake but plan is to expand to Echo Park and Hollywood as well.

Kristen: This seems like a great opportunity to band together with Echo Park and East Hollywood neighborhood council. And suggested small business communities along Sunset know that it exists.

Arden: Suggested we bring this to the board to discuss, concerned about the fact that the materials are locked, not open for notes or adjustments, we're coming in late to this stage

Debbie: Suggests we have Natalie speak at the next Governing Board meeting and suggest possible action. Presentation with a potential follow up motion.

Phillip: Also suggests bringing this to the Board, it is hard coming in at this stage

Kristen: Asks how we can expand Circle to Silver Lake.

Robbie: Said that Natalie suggested a CIS and getting on the radar of CD13.

5a. Discuss final details for the Music Box Steps event.

Genelle: There will be no parking signs in the area but you can park because Genelle is the final say on who will be towed. Need some help with set up around 10am - need 10 tables, 100 chairs set up, and a big tent. Also need help with set up and taking things down at 4p. Pizza and salad will be there around 12:30p. Genelle's number: 323.447.5213.

Debbie: Confirmed all the SLNC items that will be present. Debbie will bring info about the SLNC elections. Kristen confirms she'll have all other materials.

Nina: Suggested we have a notice about region 3 vacancy or whether people want to serve on the Elections committee.

Kristen: Suggests we have people direct to the SLNC table and then they can help.

5b. Discuss final details for the Halloween Event at the Bellevue Rec Center.

Maebe, Jiyoung, Debbie, Nina, and Phillip will be there. Debbie suggests we find one other board member that can work the event and hand out candy to the kids.

Debbie suggests Robbie connect with Jimmy about getting the house over to Bellevue.

5d. Follow up discussion of any holiday related events or ways to give back to the community.

- Presence at SL Farmer's Market to collect socks/blankets.

Eric: Asks where we are planning to disseminate socks?

Arden: SL Presbyterian Church or Nithya Ramen's office will distribute.

Eric: Said they need people at SL Pres Church to help hand out socks/clothes.

Kristen: Suggested we contact Sunset Free Clinic to see if there's anything we can gather for them as well.

Robbie: Suggested at the next meeting we set dates and see who's interested in being involved.

Debbie: Suggested we can call a Special meeting.

- Elementary school holiday collaboration

Robbie: David O has some ideas and RB will follow up with him directly and prioritize him speaking at the next meeting.

5e. Discuss ideas for better connecting with the senior/retiree community.

Debbie: Largest senior community is Griffith Park Group - just getting back into in person and they have a new director. Debbie said she'll connect us with Stephanie Bendick who is involved and can help us get involved. Also suggested we reach out to Hollywood Sunset Free Clinic.

Nina: Mentioned that there are several churches in the neighborhood that could be good resources for people who may be interested in SLNC support.

Arden asks if anyone knows about Silver Lake Adult daycare.

4. Adjournment [8:20PM]