



Serving the Silver Lake Community Since 2003

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| | Seth Gottesdiener |
| Vice Chair | Daniel Weidlein |
| Treasurer | Maebe A. Girl |
| Secretary | Kevin Rutkowski |

REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, December 20, 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. Digital marketing update.
 - b. Recap on SL Farmer’s Market Holiday collection.
 - c. Discuss creation of and budget request for SLNC swag/promotional materials and possibly creating new materials.
 - i. Update on print materials and potential collaboration with the Elections Committee.
 - ii. Discuss physical materials options.
 - d. Discuss Monthly Email Strategy
 - i. Current strategy/process
 - ii. What could be changed?
 1. How often should we send it?
 2. How much should be included in it?
 3. Regular features?
 4. Email content: Should part of the Outreach meeting be discussing the emails content?
 - e. Discuss 2023 Elections and Outreach Committee’s role.
 - f. Outreach goals for 2023
 - i. What went well from 2022? What could be improved upon?
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](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.

1. Call to order/Roll Call [7:04PM]
 - a. Eric
 - b. Phillip
 - c. Nina
 - d. Debbie
 - e. Robbie
 - f. Marisian (last 2 mins)

2. Public comment on non-agenda items [7:05PM]
 - a. Nina - Remind everyone that HSFC is collecting dry goods to go to Thanksgiving and X-Mas party for kids. Looking for presents for kids 1-12
 - b. Robbie says to think about goals for next year.

3. Monthly analytics review [7:10PM] - [Tracking Sheet Link](#)
 - a. Debbie - asks why Twitter dropped in numbers.
 - b. Rb - suggests that it was due to Elon.
 - c. RB - will add budget from digital Ad Buy to this section

4. Minutes approval [7:15]
 - a. Nina - motion to approve. Eric.
 - b. Approved.

5. Discussion topics [7:20PM]
 - a. Discuss goals and ideas for \$500 digital marketing spend.
 - i. Phil - how far can the \$ go in spend?
 - ii. Debbie - we have less than 10% of the population on Email. Could we do a quick video of key areas of the neighborhood.
 - iii. RB - shows inside of FB
 - iv. Debbie - can we go after folks that don't even know we exist?
 1. Main goal - growing email
 - v. Nina - Think about the election.
 - vi. Phil - mentions that we engaged a 3rd party designer.
 - vii. RB - \$100 a month.
 1. Debbie - \$125 for election closer. Jan/Feb.
 - viii. Eric - Can we get anyone in the arts committee to create a design? Things they like about SL - turn it into a quick video.
 - ix. Debbie - Confirms arts committee is not active. Contest for people, how many of these iconic places do you recognize around Silver Lake.
 1. Links to history of Silver Lake, Neutra House, for example.
 - x. Nina - mentions the need for Visions and Goals meeting.
 - xi. Eric - People don't know what the SLNC involves. How can we demystify the SLNC
 - xii. Debbie - suggests we experiment.
 - b. Quick update on conversation with Stephanie at GPACC and reaching the Senior community in Silver Lake.
 - i. Debbie - asked if it's indoors/outdoors.

- ii. Nina - Seniors love swag.
- 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.
 - ii. Phillip - do we have to pay to be part of Farmers Market?
 - iii. Nina - suggested we talk to Edwin and we can get his contact info from Genelle.
 - iv. Debbie - We could ask SLIA to set up on a Farmer Market day.
 - v. Debbie - suggests we could send materials to HSFC, Silver Lake Community Church, or Silver Lake Fridge depending on what we source.
 - vi. Nina - Suggests we talk to reps in region 4 or 5.
 - vii. Robbie - Open to doing first weekend of Dec.
 - viii. Phillip - Open to doing it second weekend of Dec.
 - 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?
 - ix. Elementary school holiday collaboration - any end of year events we could help promote or participate in?
 - 1. Nina - Invanhoe finished hoedown and similar event at Micheltorena. In the past, SLNC has participated in Earth Day art contest with a winning pizza.
- 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.
 - 1. Debbie - Need to get some new materials printed and get the money on the
 - 2. Nina - Suggests we get more bags, elections are coming, committee overview materials, earthquake materials.
 - 3. Debbie will look into who printed previous materials.
 - 4. RB -
 - ii. Discuss Physical Materials
 - 1. Debbie - bags are a good reorder. Arden - might have details
 - a. Suggests a kids item like bubbles, crayons.
 - 2. Robbie - shows a few swag ideas.

6. Adjournment [8:02PM]