



Serving the Silver Lake Community Since 2003

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## REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, January 17, 2023 – 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](mailto: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](http://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](mailto: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. Review past ad performance, and brainstorm new ad creative concepts
  - b. Discuss possible ongoing presence at the SL Farmer's Market
    - i. Once a month? Once a quarter?
    - ii. Create a sign up sheet for the next 6 months
  - c. Update on swag creation process.
    - i. Discuss FAQ doc that we can hand out about SLNC.
    - ii. Review physical swag ideas + updates
  - d. Discuss Topics to be included in the monthly email.
    - i. Ideas to expand beyond information to include entertaining content.
  - e. 2023 Elections and Outreach Committee's role.
  - f. Discuss/brainstorm a spring Outreach event + logistics including budget
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](mailto: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](http://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](mailto: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](http://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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto: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. **Attendance: Robbie Burton, Marsian DeLellis, Eric Brightwell, Arden Grier, David Omenn**
2. **Public comment on non-agenda items [7:05PM]**
3. **Monthly analytics review [7:10PM] - [Tracking Sheet Link](#)**
4. **Minutes approval [7:15]**

Arden motions to approve, Eric seconds. Unanimous approval, Marisan - present not voting.

**5. Discussion topics [7:20PM]**

- a. Digital marketing update.
  - i. Robbie shows first two ads that we've run, \$0.25 per click and \$0.19 for second ad. Goal is to continue to run ads and get a benchmark for what is successful.
  - ii. Eric mentions new bus stop Hyperion and Rowena.
  - iii. David asks if there's any data on the back end that allows us to track conversion.
  - iv. Robbie asks everyone to take one photo for marketing.
  - v. Marsian mentions creating a video ad about his intersection presentation.
  - vi. David asks people to tell us your experience about this intersection.
  - vii. David suggests looking into Nextdoor ads.
- b. Recap on SL Farmer's Market Holiday collection.
  - i. Arden said the event was good, but in retrospect we could have promoted it a bit sooner. Left materials gathered at the SL fridge and saw that they were taken. Got about 20 new emails with the doggie bag being the draw. Fee for being there was waived.
  - ii. Eric asks if the fee is always waived, and Arden says to confirm with Edwin.
  - iii. Marsian asks what is the best outcome from the conversations at the Farmer's Market.
  - iv. Arden spoke to someone studying to be a doula and asked if we'd shared any info about breastfeeding or birth centers.
  - v. Eric said he thinks folks are very nervous to join or participate.
  - vi. Marsian mentions that they wish people could accept critique on the board without then inviting them to do the job.
  - vii. Eric says the motivating factor for bringing people to the board is usually something they're angry about.
- c. Discuss creation of and budget request for SLNC swag/promotional materials and possibly creating new materials.
  - i. Arden - we did get rollover funds and will be submitting a new funding motion at the next governing board meeting.
  - ii. David - Board has approved a few different files for the Election, DONE also has a few materials we can use.
  - iii. Marsian suggests the SLNC has basic FAQs on what the SL council is and what it does.
  - iv. Eric suggests a map of historic LGBTQ+ landmarks in SL and other similar map ideas targeting specific groups in SL history.
  - v. Arden/Eric discuss a legacy business map.
  - vi. Marisan suggests creating a refrigerator magnet that shows the zones of the Silver Lake community.
  - vii. Robbie suggests creating a postcard.

- viii. Arden suggests that we move forward with a motion for \$2,500, with \$500 being for printed materials.
  - ix. Marisan mentions how important presentation is when pitching for funding and the estimated number of people we'll reach with the materials.
  - x. Robbie shows the various options for bags, mugs, hats, pens, keychains.
  - xi. Eric suggests changing the creative from I Heart Silver Lake to I (graphic of the reservoir) Silver Lake
- d. Discuss Monthly Email Strategy
- i. Arden - Email is going out last Thursday of the month, but the email hasn't grown much in terms of subscribers.
  - ii. Robbie mentions that he wants there to be a way to
  - iii. David mentions that it'd be interesting to add more entertaining content to the newsletter or a profile of a Silver Lake community member doing a cool thing.
- e. Discuss 2023 Elections and Outreach Committee's role.
- i. David wants to connect with Robbie on ads for awareness on social media.
  - ii. David wants to make sure the key days are listed in the email newsletter and the DONE resources that are already available.
  - iii. David said they're going to do some door-to-door outreach for region 3 and asked for help.
- f. Outreach goals for 2023
- i. Robbie says more events, more digital collaboration
  - ii. Arden clear goal setting is helpful.
  - iii. David suggests continuing to go for 1 big event per quarter.

**6. Adjournment [8:30PM]**