



Serving the Silver Lake Community Since 2003

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

REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, February 21, 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 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. Review past ad performance, and brainstorm new ad creative concepts.
 - b. Discuss details for the next presence at the SL Farmer's Market.
 - c. Update on swag creation process.
 - i. Review FAQ doc that we can hand out about SLNC.
 - ii. Review physical swag ideas + updates.
 1. Quantities desired if the budget is approved.
 - d. Discuss Topics to be included in the February monthly email.
 - i. Next committee spotlight?
 - ii. Ideas for Ask Silver Lake
 - e. 2023 Elections and Outreach Committee updates.
 - f. Discuss Spring Outreach event at Silver Lake Reservoir goals, logistics and 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 para avisar al Concejo Vecinal.

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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.

1. Call to order/Roll Call [7:00PM]

7:05 Call to order- Robbie, Debbie, Eric, Arden

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, Robbie seconds. Unanimous approval.

5. Discussion topics [7:20PM]

- a. Review past ad performance, and brainstorm new ad creative concepts.

Next ads up: Election registration, Homeless count, Marsian's intersection makeover.

Debbie suggest moving sign up for newsletter higher up on the page. Or if we can have a pop up that encourages people to sign up.

- b. Discuss possible ongoing presence at the SL Farmer's Market

Arden advocates for a more ongoing presence at SL Farmer's Market.

Debbie agrees that we should continue the presence in person, but whether we should consider the location changing. Possibly at the dog park.

Arden suggests we plan on 1x quarter at Farmer's Market and expand from there.

- c. Update on swag creation process.
 - i. Discuss FAQ doc that we can hand out about SLNC.

Debbie suggests keeping it small and considers how much info we want to have on the FAQ.

Arden suggests copy:

1. **What is it?** The SLNC is the most local form of government.
 2. **What do you do?**
 - a. We are an advisory council to communicate and amplify the needs of Silver Lake to the LA City Council. Whether it's homelessness, transportation, public safety, education, small business, and development.
 3. **Common questions if you're curious:**
 - a. Where do I start?
 - b. What if I want to just check it out but not participate?
- ii. Review physical swag ideas + updates

Debbie says we need to have the logo or SLNC name on the swag.

Arden lets the team know that the funding motion is on for next month.

- d. Discuss Topics to be included in the monthly email.
 - i. Ideas to expand beyond information to include entertaining content.

Eric to start a column with interesting SL based info. First question will be: Why is it called Silver Lake?

Ask David Wheatley about a Committee Spotlight for UDP for January and then February we highlight inactive committees.

- e. 2023 Elections and Outreach Committee's role.
- f. Discuss/brainstorm a spring Outreach event + logistics including budget.

Possible SL Reservoir event at Dog park, Meadow, Euc grove, children's area.

6. Adjournment [8:26PM]