



Serving the Silver Lake Community Since 2003

P.O. Box 26385
Los Angeles, California 90026
Phone 323-413-SLNC (7562)
Email board@silverlakenc.org
www.silverlakenc.org

Co-Chairs	Alex Aurish
	Seth Gottesdiener
Vice Chair	Daniel Weidlein
Treasurer	Maebe A. Girl
Secretary	Kevin Rutkowski

REGULAR MONTHLY OUTREACH COMMITTEE MEETING AGENDA

Tuesday, March 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.
 - i. Sharing Committee Spotlights
 - b. Discuss details for the next presence at the SL Farmer's Market.
 - c. Update on swag creation process.
 - i. Add design or font flair to [FAQ doc](#)?
 - ii. Review physical swag ideas + updates.
 1. Review potential quantities.
 - d. Discuss Topics to be included in the upcoming monthly email.
 - i. Budget and Finance for Committee Update
 - ii. Ideas for Ask Silver Lake
 - e. 2023 Elections and Outreach Committee updates.
 - f. Discussion on upcoming Outreach Committee meetings.
 - g. Discuss SLNC presence at GPACC Open House Event on April 27th, 2023.
 - h. Discuss Spring Outreach event May 6th 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.

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.

1. Call to order/Roll Call [7:06PM]

- a. Nina, Debbie, Robbie

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

- a. Nina - Establishing concern about the Election committee and need to drive more awareness. Need to locate one more place to hang a banner in region 2 and region 3.
 - i. Reminds the group that there's a Reservoir committee meeting this Thursday 2/21/23.
 - ii. Debbie and Nina will be reading Dr. Seuss on May 2nd.

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

4. Minutes approval [7:15]

- a. Nina second. Approved.

5. Discussion topics [7:20PM]

- a. Review past ad performance, and brainstorm new ad creative concepts.
 - i. Debbie asks if we're doing anything on Nextdoor.
- b. Discuss details for the next presence at the SL Farmer's Market.
 - i. Robbie to connect with Arden on the next date.
- c. Update on swag creation process.
 - i. Review FAQ doc that we can hand out about SLNC.
 - 1. Nina mentions that the forum for Elections is on the 25th of March at St. Francis.
 - ii. Review physical swag ideas + updates.
 - 1. Nina feels a cup is expensive, less easy to store. Keep the poop bag.
- d. Discuss Topics to be included in the February monthly email.
 - i. Next committee spotlight?
 - 1. Next up: History collective - Michael Masterson, Cheryl Revkin.
 - ii. Ideas for Ask Silver Lake
 - 1. Nina - mentions to include note about elections and whether the meeting will be in person.
 - 2. Debbie - Homeless count.
- e. 2023 Elections and Outreach Committee updates.
- f. Discuss Spring Outreach event at Silver Lake Reservoir goals, logistics and budget.
 - i. Sat April 22
 - ii. Debbie suggests partnering with the Green committee. Do face painting at SL Reservoir Park.

6. Adjournment [8:30PM]