

**Neighborhood Council  
Governing Board**

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**NEIGHBORHOOD  
COUNCIL**

**Silver Lake Neighborhood Council  
Outreach Committee Meeting Agenda**

**Silver Lake Recreation Center**  
1850 W Silver Lake Dr, Los Angeles, CA 90026  
4/18/23  
7-8:30pm

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Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Kevin Rutkowski, Secretaria, al [secretary@silverlakenc.org](mailto:secretary@silverlakenc.org) o por correo electrónico [board@silverlakenc.org](mailto:board@silverlakenc.org) para avisar al Concejo Vecinal.

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 minutes per speaker, unless adjusted by the presiding officer of the Board.

- I. **CALL TO ORDER AND ROLL CALL [7:00PM]**
- II. **Approval of the Minutes of from the March Outreach Meeting 03/21/2023 [7:05PM]**
- III. **Monthly Analytics Review [Tracking Sheet Link](#) [7:08PM]**
- IV. **GENERAL PUBLIC COMMENT [7:10PM]**

Comments from the public on non-agenda items within the Board's subject matter jurisdiction. Each speaker will be allowed 1 minute.
- V. **NEW BUSINESS [7:20PM]**
  - A. Discuss Farmers Market Tabling Event on Earth Day - April 22nd and distribute roles and responsibilities.
  - B. Discuss possible 'Ask Silver Lake' Topics for the email and social media.
  - C. Discuss SLNC participation at GPACC event on April 27th. Print FAQ sheets and hand fans.
  - D. Discuss Election Day Get Out The Vote Presence at SL Reservoir, Bellevue, and Maury's Bagels.
    - What messaging do we need to tell potential stakeholders? SLNC FAQ document and Election information.
    - [Sign up sheet](#) for who is going to be at which locations.
- VI. **ADJOURNMENT [8:30PM]**

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#### **Public Posting of Agendas -**

Neighborhood Council agendas are posted for public review as follows:

- Silver Lake Recreation Center 1850 W Silver Lake Dr, Los Angeles, CA 90026
- [silverlakenc.org](http://silverlakenc.org)
- You can also receive our agendas via email by subscribing to L.A. City's [Early Notification System \(ENS\)](#)

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#### **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) 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 Kevin Rutkowski, Secretary, at [secretary@silverlakenc.org](mailto:secretary@silverlakenc.org) or [executive@silverlakenc.org](mailto:executive@silverlakenc.org)

#### **Reconsideration and Grievance Process -**

For information on the NC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NC Bylaws. The Bylaws are available at our Board meetings and our website [www.silverlakenc.org](http://www.silverlakenc.org)

March 21st, 2023 Minutes

**7:03 pm call meeting to order**

Eric  
Debbie  
Nina  
Marsian  
Arden

**#2 - 7:04pm**

Debbie - candidate forum, thank you Eric for moderating  
Marsian - gonna miss online meetings

**#3 - 7:06pm**

Arden needed code to share

**#4 - 7:09pm**

Debbie 2nd  
Eric - yes  
Debbie - yes  
Nina - yes  
Marsian - present not voting  
Arden - present not voting

**#5a - 7:12pm**

Debbie - posting things re: election on Next Door

- Running as a candidate (had 700 people look at it)
- Posted re: Forum (500 people look at it)
- Want to keep looking the free arena if we can, still think it's worthwhile

Marsian

- Did we have the board email attached to posts?

Arden

- Next one should be committee spotlight post? Or no?

Debbie

- Need to focus on election
- Need to share info re: how to request a ballot

Eric

- Unpaid ads: any way to break down which ones get most engagement on instagram?
- Info that's less promotional goes further

Marsian

- Elections is ideal
- In-person meetings, event people can come to/actionable might be good to promote
- 15s videos are prioritized in feed, maybe we can try or cute animals at reservoir?

- Can we get off digital space, do a bus ad or cheap billboard? Printed materials

Arden

- Anyone interested in making a video?

Marsian

- Try to make a video for transportation presentation
- Hold them accountable for doing this video!

Debbie

- Take a video from Saturdays candidate forum

Nina

- History collective is very good for video

### **#5b - 7:32pm**

Debbie

- Do it in April (Earth Day?), invite all candidates to come work the table
- David and Anthony have their lists, but come out and meet the community

Nina

- Not available

Marsian

- If someone forces me, I might be available

Eric

- Work weekends so not really available

Arden

- I will reach out to John + FM about April 15th or 22nd (Earth Day)

### **5c. - 7:41pm**

Debbie

- Not wheelhouse

Marsian

- Try to get FAQ into instagram story sizes

Arden

- Will share canva account info

Nina

- Tax included?
- No vote for postcards, too much money
- At Mayberry, people really wanted the grocery bags and doggie bags

Marsian

- Can we pay \$150 to designers

Debbie

- Like postcards, but cut it in half
- Bags are higher quality so those will be used more sparingly
- So doggie bags should be bumped up, people love them, small, cheap
- Neutral on hats, up doggie bags, reduce postcard
- Make sure designer knows Silver Lake is two words

Eric

- Postcards are my fave, but maybe need less

Debbie

- 500 postcards

Marsian

- Poop bags with our logo on it could be a PR nightmare

Debbie

- It's just the holder/container, not the bags themselves that have the logo

#### **5d. - 8:03pm**

Eric

- We have Ask Silver Lake: the history of one word vs. two words for Silver Lake
- It would be great if there was some kind link or button for people to ask their questions

Arden

- I will talk to Kristina about the options for "Ask Silver Lake"

Marsian

- Would love to include Nina's vegan lentil soup recipe

Eric

- Love the idea of highlighting local people/stories/pets (who have no agenda)

Debbie

- History collective did highlights on local people
- Spray painted Black Cat that's around - "How many Black cats have you found?" "Send us your photo of your fave SL icon"

Eric

- Eastsider has something like that

Nina

- Visions + Goals years ago took a photograph in each region, and people had to guess which region "Do you know your neighborhood?"

Debbie

- W SL Drive, on fence of the reservoir, the tree fire was purposefully set

Eric

- Maybe we could call for people to send in "Earth Day" related photos

Marsian

- Does mailchimp do ads? Would love to try something other than Meta

Eric

- Ads on Next Door?
- Could we ask Nithya and Hugo to give a shout out to NC's in a newsletter?

Arden

- I will reach out to Nithya + Hugo about newsletter

### **5e. 8:12pm**

Debbie

- David advised not to be in charge of candidate forum
- Need to setup table @ candidate forum, borrow his igloo and getting cups for water
- Elections wanted Outreach's help

Nina

- Only a board member can purchase items
- Setup: 1pm-2pm, forum 2pm
- People from DONE will be there to sign people up to vote by mail
- Is there any swag available?
- Will be a table to put campaign materials on

Eric

- Met w/ Tony, everything is moving fast, but need water (boxed)
- Bringing my bike, and so is Marsian, is there a bike rack?

Debbie

- Out of cups? When else have we used them? We should still have some
- Can we coordinate bringing table, tablecloth, signup

### **5f. 8:25pm**

Nina

- Have had committee meetings at Say Cheese?
- Need to be ADA compliant

Debbie

- Rec Center (4x time slots/week) 7:30pm-9pm
- Wednesdays for UDP
- Library can be requested
- History Collective meets at the Red Lion (shows preference, not preferred)
- Bellevue

Marsian

- Is it the rule we can't stay on zoom?

Debbie

- Required to be in person in April

Nina

- Modern Eats has a room in the back

### **Extend the meeting - 8:30pm**

Arden: Motion to extend meeting 15 minutes

Martian 2nd

Eric- yes

Marsian - yes

Nina - yes

Arden yes

### **5g- 8:32pm**

Nina

- 60% of members live in SL

Eric

- That section of the park should be shared by SL

Nina

- They are working to have the pool open year round

Marsian

- Too much work, so can't be there

Nina

- If you get the materials there, I can run the table (and I think Debbie will be there)

Eric

- I can't commit this far out, but I could possibly be there because it's a Thursday

Nina

- If there's any swag, will need it

### **5h 8:39pm**

Marsian

- When is the deadline to register for SLNC election?

Nina

- Region 6 + 7 don't need outreach, they out vote the other areas

Eric

- Put a couple in Bellevue park, so maybe both?



Nina

- Review small lot development and other things, that's our role as SLNC

Marsian

- Let's get fans with "silver" on one side and "lake" on the other

Eric

- Maury's bagels is a good spot too

**8:46pm Meeting Adjourned**