

**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

8/8/23

7-9pm

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 o por correo electrónico 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 minutes from May's Outreach Committee meeting [7:05]
- III. Monthly Analytics Review [Tracking Sheet Link](#) [7:08PM]
- IV. General public comment [7:10PM]
 - A. 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
 - A. Election of Outreach Committee Co-chairs.
 - B. Discuss details for upcoming Back To School Event at Bellevue Rec Center on 8/26/23.
 - C. Discuss possible SLNC collaboration with Silver Lake Block Party Event (Aurish/Kehoe).
 - D. Discuss budget for Ask Silver Lake segment.
 - E. Discuss budget for Kristina's continued Web services and email production.
 - F. Discuss the next Farmers Market Tabling Event and getting other SLNC board members and/or stakeholders involved.
 - G. Discuss goals for the upcoming Board/new fiscal year.
 1. What budget do we expect and how do we best allocate it between events and digital promotion?
 2. Discuss budget for future digital promotion of Silver Lake Neighborhood Council messages.
 3. Distribution strategy for our existing promotional materials.
 4. How do we get new stakeholders and board members involved?

ADJOURNMENT [9 PM]

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, or 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 by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.org

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
- You can also receive our agendas via email by subscribing to L.A. City's [Early Notification System \(ENS\)](#)

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 Section 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

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 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 or 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

Minutes May 2023

- I. Call to Order and Roll Call [7:07pm]
 - A. Eric, Robbie, Arden, Debbie
- II. Approval of minutes from previous month's Outreach Committee meeting [7:05]
 - A. Arden motions to approve, Debbie seconds, Approved
- III. Monthly Analytics Review [Tracking Sheet Link](#) [7:08PM]
 - A. Need to add the Emails from GPACC and election canvassing.
- IV. General public comment [7:10PM]
 - A. Comments from the public on non-agenda items within the Board's subject matter jurisdiction. Each speaker will be allowed 1 minute.
 1. Debbie - whether or not we have a meeting next month, we need to decide if we're going to have a back to school event and we have a new team with CD13 in place. Let's reach out to Regina Mulare (CD13 rep) - Arden will reach out. Debbie will keep in touch with Jimmy about the date for soccer tryouts.
 2. Eric - Pointed out that there's no SL Meadow, SL Triangle, or Silver Lake Library on the region map. Eric will bring it to Raul in June to correct.
- V. New Business
 - A. Event recap discussion - learnings and takeaways for future events.
 1. GPACC Event
 - a) Debbie said there were over 200 people at the event. Gave away a ton of doggie bags and got many new emails.
 2. Farmer's Market Earth Day
 - a) Robbie - lots of new emails, lots of swag handed out. Thinks we should have a monthly presence near the end of the month.
 - b) Debbie - suggests we get a new umbrella that is more portable.
 - c) Arden - first step is to check with Edwin that we can do it regularly and if there's a new spot we could go that would be shaded.
 3. Get out the Vote pre-election day canvassing.
 - a) Eric - thinks a single person is tricky and it's better to be paired.
 - b) Robbie - thinks more swag should have been provided to the board.
 - B. Discuss next Farmers Market Tabling Event
 - C. Update and discussion on promotional materials and ideas for distributing them.
 1. Robbie - everything is ordered and the committee agrees to reallocate the budget to a second postcard.
 - D. Discuss possible 'Ask Silver Lake' Topics for the email and social media.
 1. Debbie - add come and meet the new board post.
 2. Eric - suggested Asian American Heritage Month ideas.
 - E. Discuss goals for the upcoming Board/new fiscal year.
 1. What budget do we expect and how do we best allocate it between events and digital promotion?
 - a) Robbie would like to continue spending \$100 month on digital promotion (\$1,200 total)
 - b) Upcoming events: Back to school, Halloween,
 2. How do we get new stakeholders and board members involved?
 - a) Create Committee FAQ

Adjourn 830