

**Neighborhood Council
Governing Board**

David Omenn, Co-chair
Arden Grier, Co-chair
Joy Taira, Vice-President
Kevin Rutkowski, Secretary
Maebe A. Girl, Treasurer



200 N. Spring Street
Los Angeles, CA 90012

Email: NCsupport@lacity.org
Website: www.empowerla.org

**NEIGHBORHOOD
COUNCIL**

**Silver Lake Neighborhood Council
Outreach Committee Meeting Agenda
****CO-CHAIR ELECTION WILL BE HELD******

Silver Lake Recreation Center
1850 W Silver Lake Dr, Los Angeles, CA 90026
9/19/23
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 August'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-chair.
 - B. Recap Back To School Event at Bellevue Rec Center - thoughts for next year.
 - C. Discussion and possible action to adopt a Silver Lake mascot. Full motion copied below.
 - D. Discuss current state of the SLNC website. What improvements need to be made and how to implement them.
 - E. Discuss anything we should promote this month including a list of Silver Lake related groups and services we can better connect with and promote on our channels.
 - F. Discuss possible Ask Silver Lake topics.
 - G. Discuss posters and out of home marketing.
 1. What would we want to promote?
 2. Where would we post them?
 - H. Discuss the next Farmers Market Tabling Event and getting other SLNC board members and/or stakeholders 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

MOTION 1

Date: 8 September 2023

Committee/Requestor: Outreach/Eric Brightwell

Text of Motion: Eric Brightwell recommends that the Silver Lake Neighborhood Council discuss the possibility of designing and creating an official neighborhood mascot.

Committee Vote:

Describe the event or project in detail: In Japan, mascots called Yuru-kyara (ゆるキャラ) are used to promote all kinds of organizations, businesses, municipalities, &c. Their design often incorporates motifs that represent local history and culture. They often appear as costumed characters at festivals and neighborhood events.

What is the timeline for the project? Not time sensitive

What is the most important item about this motion? N/A

Please explain how this motion benefits the SLNC and Silver Lake: The creation of a Silver Lake mascot would engage Silver Lake residents and visitors and create a lasting impression that would elevate awareness of the Silver Lake Neighborhood Council. If successful, the Silver Lake mascot would likely lead other neighborhoods to follow suit which would plausibly lead greater awareness of the Neighborhood Council system across the city of Los Angeles.

What is the total budget for the project? From which budget line are the funds to be drawn? If this is a funding motion, please submit a completed Funding Request Form to the Treasurer at least 3 days before the Governing Board Meeting. TBD

How will this motion be implemented, and by whom? TBD

Committee's discussion from the Committee meeting minutes: N/A

August Minutes:

Call to Order and Roll Call [7:00pm]

Noelle Kehoe, Jeremy Kehoe, Debbie Slater, Eric Brightwell, Nina Sorkin, Arden Grier, Robbie Burton.

- I. Approval of minutes from May's Outreach Committee meeting [7:05] - Robbie motions to approve, Debbie seconds. Yay!
- II. Monthly Analytics Review [Tracking Sheet Link](#) [7:08PM]
 - A. Significant growth in Instagram, slower growth in email and Facebook.
- III. 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:
 - a) August 23 - Debbie is hosting a Bylaws Meeting at the Silver Lake Reservoir Park. There will be Co-chair elections.
 - b) UDP meeting is 8/9.
 2. Eric - wonders why Neighborhood Council System doesn't seem to have as much impact as it could.
 3. Nina - Reservoir Committee will be meeting on 8/15 at SL Reservoir. The Final Environmental Impact Report is released.
- IV. New Business
 - A. Election of Outreach Committee Co-chairs.
 1. Debbie nominates Robbie and he accepts. Debbie motions for Robbie to be Co-chair, Nina seconds. Motion approved.
 - B. Discuss details for upcoming Back To School Event at Bellevue Rec Center on 8/26/23.
 1. Tables and awning
 2. Maebe and Joy - Facepainting
 3. Chalk
 4. Robbie to pay for Backpacks, talk to Maebe and David about getting reimbursement on the agenda
 - a) 4 cases
 - b) Smelly stickers
 - c) Tattoos
 5. Robbie to promote on social and email.
 - C. Discuss possible SLNC collaboration with Silver Lake Block Party Event (Aurish/Kehoe).
 1. Griffith Park Blvd between Effie and Lucille.
 2. Ideal date would be sometime in the Fall.
 - D. Discuss budget for Ask Silver Lake segment.
 1. Debbie says it's a slippery slope since others aren't paid for their volunteer work.
 2. Eric mentions that Kristina gets paid by the SLNC and that he had been paid to create the Stair Map.
 3. Nina mentions that Kenny and Kristina are registered with the city.
 4. Robbie asks is there's another way to compensate Eric or if we can purchase a bundle of stories that we could print and distribute.
 5. Next step is to talk to Maebe.
 - E. Discuss budget for Kristina's continued Web services and email production.
 1. Debbie said the website needs some work. Out of date content.
 - a) Update bios and board members
 - b) Update Contact your board email list
 - c) Get rid of elections info
 - d) Officers and Other Info
 - e) Update Contact sheet

2. Add website updates to the next meeting.
- F. Discuss the next Farmers Market Tabling Event and getting other SLNC board members and/or stakeholders involved.
1. Arden will send out a sign up sheet. Outreach to give impassioned speech to get board members 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?
 - a) \$4k in budget.
 - b) Arden suggests we have 2 big events a year.
 2. Discuss budget for future digital promotion of Silver Lake Neighborhood Council messages.
 - a) \$500 digital marketing every 6 months.
 - b) Robbie to motion for \$500 for next meeting.
 3. Distribution strategy for our existing promotional materials.
 4. How do we get new stakeholders and board members involved?
 - a) Arden - we should focus on getting board members there first and then get stakeholders involved.
 - (1) Better internal promotion within the board.
 - b) Robbie thinks we should see how we can crosspromote with other SL based organizations.
 - c) Arden suggests adding a Board member spotlight on the agenda.

Adjourn 9pm