

Serving the Silver Lake Community Since 2003



P.O. Box 26385
Los Angeles, California 90026

Phone: (323) 413-SLNC (7562)
Email: board@silverlakenc.org
Web: silverlakenc.org

Co-Chairs: Gloria E. Morales
David Omenn
Vice Chair: Joy Taira
Treasurer: Maebe A. Girl
Secretary: Kevin Rutkowski

**CITY OF LOS ANGELES
CALIFORNIA**

**Neighborhood Council
Governing Board**

ROBBIE BURTON (Region 1)
MARIA PASQUARELLI (Region 1)
ADAM KEARNEY (Region 2)
KEVIN J. RUTKOWSKI (Region 2)
CARLOS HURTADO (Region 3)
JOY TAIRA (Region 3)
NICOLE HERNANDEZ (Region 4)
GLORIA E. MORALES (Region 4)
JENNIFER CANAL (Region 5)
NATHANIEL DE LUCAL (Region 5)
MICHAEL AMODEO (Region 6)
DAVID OMENN (Region 6)
CINDY COAN (Region 7)
ETHAN MCQUERREY (Region 7)
MARSIAN DE LELLIS (At-Large)
MAEBE A. GIRL (At-Large)
ARDEN GRIER (At-Large)
ALEX MEDINA (At-Large)
RYAN MOORE (At-Large)
MARIA SCILEPPI (At-Large)
WARD WOLFF (At-Large)



200 N. Spring Street
Los Angeles, CA 90012

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

**SILVER LAKE
NEIGHBORHOOD COUNCIL**

**Outreach Committee Board Meeting
Agenda**

Silver Lake Recreation Center
1850 W Silver Lake Dr, Los Angeles, CA 90026
10/17/23
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 el Secretario por correo electrónico al secretary@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 minute(s) per speaker, unless adjusted by the presiding officer of the Board.

- I. CALL TO ORDER AND BOARD ROLL CALL
- II. APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING 9/19/23. (Minutes below)
- III. GENERAL PUBLIC COMMENT - Comments from the public on non-agenda items within the Board's subject matter jurisdiction. Each speaker will be allowed 1 minute(s).
- IV. MONTHLY ANALYTICS AND SWAG/INFORMATIONAL MATERIALS REVIEW ([LINK](#))
- V. NEW BUSINESS
 - A. Discuss next steps for Silver Lake Mascot - contest vs hiring someone to present ideas.
 - B. Discuss current state of the SLNC website and functional improvements that can be made.
 1. Remove dead links.
 2. Correct false information.
 3. Add Bios to the website.
 - C. Discuss the Monthly Email process and what can be improved.
 1. What are the features we want to have each month:
 - a) Upcoming Meetings and what we'll be discussing
 - b) Ask Silver Lake
 - c) Committee Spotlight
 - d) Board Member Bios
 - e) Community Events
 - D. Discuss an SLNC presence at Silver Lake Track Club Event on 11/11.
 - E. Discuss the Farmer's Market presence.
 1. Possible acquisition of a smaller shade umbrella with SLNC branding.
 - F. Discuss how we track and improve attendance to SLNC meetings.
 - G. Discuss out of home marketing ideas and what we're hoping to accomplish. Link to [PSA](#).
- VI. ADJOURNMENT

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
- www.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 the Silver Lake Recreation Center (1850 W Silver Lake Dr, Los Angeles, CA 90026), 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 the Silver Lake Neighborhood Council Secretary, 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

September Minutes

- I. Call to Order and Roll Call [7:00pm] - 7:06
 - A. Eric, Arden, Erica, Cindy, Debbie, Alex, Robbie
- II. Approval of minutes from August's Outreach Committee meeting [7:05]
 - A. Robbie motions to approve, second Arden. Passed
- III. Monthly Analytics Review [Tracking Sheet Link](#) [7:08PM]
 - A. Robbie to check with Kristina about why email numbers are lower.
 - B. Kristina free to Zoom for next meeting.
- 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 shares updates on upcoming meetings.
 2. Robbie - Tom LaBonge Day Sept 30th at 9am
 - a) <https://www.eventbrite.com/e/tom-labonge-day-of-service-2023-tickets-704896814347>
- V. New Business
 - A. Election of Outreach Committee Co-chair.
 1. Robbie nominates Cindy. She accepts. Unanimous.
 - B. Recap Back To School Event at Bellevue Rec Center - thoughts for next year.
 1. Debbie - great interactions, got a lot of emails. Councilmember showed up, make sure he shows up next year.
 - a) Push CD13 for budget help next year.
 2. Robbie -
 - a) Digital sign up
 - b) Sign up for IG or FB.
 - c) Get more people there
 - d) Committee overviews
 - e) Who to contact sheet
 - (1) Send email the day before the governing board meeting
 - C. Discussion and possible action to adopt a Silver Lake mascot. Full motion copied below.
 1. The Black Cat
 2. Herman's - Herman Silver
 3. Cindy - suggests to host a contest.
 4. Debbie will talk to Joy about getting it on the Visions and Goals meeting.
 - D. Discuss current state of the SLNC website. What improvements need to be made and how to implement them.
 1. Robbie to set up Doc where we can drop notes that need to be changed and share it with the committee.
 2. Alex will take an initial stab at the website and intro to Kristina.
 - 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.
 1. Who is Tom LaBonge?
 2. Bellevue history
 3. Hispanic Heritage Month
 4. Erica brings up that we should see if the Dream Center to present to the Gov Board.
 - G. Discuss posters and out of home marketing.
 1. What would we want to promote?
 2. Where would we post them?

- a) Robbie to contact Regina/Jennifer
 - b) Robbie to reach out to Metro
 - c) Rec Center and Library
 - (1) Debbie brings up that we need to make more stair maps
- H. Discuss the next Farmers Market Tabling Event and getting other SLNC board members and/or stakeholders involved.
- 1. Cindy - Get a sign up sheet going at the next Gov Meeting.
 - 2. Alex - Suggests we target last Saturday of the Month.

Meeting Adjourned - 8:53