

Serving the Silver Lake Community Since 2003



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**SILVER LAKE
NEIGHBORHOOD COUNCIL**

**Outreach Committee Board Meeting
Agenda**

Silver Lake Recreation Center
1850 W Silver Lake Dr, Los Angeles, CA 90026
11/7/23
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. (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, ATTENDANCE AND SWAG/INFORMATIONAL MATERIALS REVIEW ([LINK](#))
- V. NEW BUSINESS
 - A. Discuss updates needed to the SLNC website and functional improvements that can be made.
 - B. Discuss allocation of new order of promotional materials and stair maps.
 - C. Discuss updated Mascot content ideas.
 - D. Discuss if anyone else wants to help maintain SLNC social channels.
 - E. 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 - how to allocate new budget.
 - c) Committee Spotlight
 - (1) Who would like to source the Committee Spotlight content and collaborate with Kristina?
 - d) Board Member Bios
 - e) Community Events
 - F. Discuss the Farmer's Market presence.
 1. Update on possible acquisition of a smaller shade umbrella with SLNC branding.
 - G. Discuss how we track and improve attendance to SLNC meetings.
 - H. Discuss whether the Outreach committee should move to virtual meetings.
 - I. Discuss out of home marketing ideas and what we're hoping to accomplish. Link to [PSA](#).
 1. Discussion to possibly hire an artist to create artwork.
- 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

SILVER LAKE NEIGHBORHOOD COUNCIL
Outreach Committee Minutes 10/17/23

- I. CALL TO ORDER AND BOARD ROLL CALL – 7:02pm – Cindy Coan, Debbie Slater, Julia Beach
- II. APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING 9/19/23. Approved 3y, 0n, 0pnv
- 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).

Debbie spoke about Music Box Steps day and 55 th Anniversary at HSFC

IV. MONTHLY ANALYTICS AND SWAG/INFORMATIONAL MATERIALS REVIEW

Comments about how we are getting better open rate on newsletter but still seeing a drop in email contacts.

Discussed needing to order more SWAG in time for Visions meeting in January as well as reprinting the Stairs Map. Agreed to submit a motion for up to \$500 to the board to cover all.

IIV. NEW BUSINESS

A. Discuss next steps for Silver Lake Mascot - contest vs hiring someone to present ideas. Talked about pros and cons of creating a contest for kids and launching at Visions meeting as well as terms and conditions of a contest. Julia said she might be able to work ideas.

B. Discuss current state of the SLNC website and functional improvements that can be made.

1. Remove dead links / 2. Correct false information. We reviewed all the links on the home page, most ok, Debbie asked that Green and T&M Committees be removed from current calendar to give flexibility. Newsletter needs more of a call out with Color or Arrow or bubble and include link on sign up page to ENS sign up

Update Committees page by moving inactive to lower section. Add a contact email to 'Inactive' list in case someone wants information. Hyperlinked 'calendar' doesn't link to calendar, needs fixing.

Remove Upcoming Meetings Tab at top navigation bar

Agendas/Minutes page – bundle Zoom meetings to another page with a simple link

(Update Safety? Not sure what this was)

3. Add Bios to the website. Board Bio's need completion – Cindy to email board a reminder.

C. Discuss the Monthly Email process and what can be improved. – Want to send the Wednesday before each Board meeting to help promote attendance.

1. What are the features we want to have each month:

- a) Upcoming Meetings and what we'll be discussing – agreed this is good
- b) Ask Silver Lake – all of us think compelling, continue to include
- c) Committee Spotlight – ask committees for Mission, Activities, Goals
- d) Board Member Bios – yes once all are completed
- e) Community Events – Farmer's Market Schedule

D. Discuss an SLNC presence at Silver Lake Track Club Event on 11/11. We realized most of us are not available that day but Cindy offered to contact GB to see if anyone was available. Cindy to get more details on start time.

E. Discuss the Farmer's Market presence.

1. Possible acquisition of a smaller shade umbrella with SLNC branding. Debbie to research price of umbrella.

F. Discuss how we track and improve attendance to SLNC meetings. Cindy creating spreadsheets to track attendance of attendees at GB meetings and will ask committees to send counts also. Cindy wants to start 'Coffee and Cookies' before the GB meetings to start at 6:30pm. We all think it is a great idea. Agreed to submit a motion to GB to approve and allocate \$25-50 for items.

G. Discuss out of home marketing ideas and what we're hoping to accomplish. Link to PSA.

Had a great discussion about using city bus kiosks and coming up with a graphic and QR code which would link to 4-5 "highlights" of SLNC and help describe what SLNC is all about and how to get involved. Slogan possibly "Keep Silver Lake..." Cindy wants to get ideas from Visions meeting but we threw out a few "cool, eclectic, home, vibrant"

VI. ADJOURNMENT – 8:54pm