

**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  
12/19/23  
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 el Secretario por correo electrónico al [secretary@silverlakenc.org](mailto: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 next steps to make updates to the SLNC website and functional improvements that can be made.
    1. How to add events or announcements to the website?
    2. Update Committees Page.
    3. How to add an Email Capture pop up.
  - B. Discuss allocation of new order of promotional materials and stair maps and place order.
  - C. Discuss next steps on the Silver Lake Mascot contest project.
  - D. Discuss promotion of Community Impact Statements in email and social channels.
  - E. Discuss upcoming topics to be shared on SLNC social channels and email.
  - F. Discuss the Farmer's Market presence.
    1. Update on possible acquisition of a smaller shade umbrella with SLNC branding.
- 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](mailto: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](http://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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto: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](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 the Silver Lake Neighborhood Council Secretary, [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)

- I. CALL TO ORDER AND BOARD ROLL CALL 7:03 - Debbie, Eric, Cindy, Robbie.
- II. APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING. (Minutes below) Eric motions to approve, unanimous approval.
- 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).
  - A. Debbie
    - a. Double meeting next Wednesday to be rescheduled.
    - b. UDP meeting tomorrow.
    - c. Halloween event a big success
  - B. Eric - Mentioned how we can consider reaching more Spanish speakers.
- IV. MONTHLY ANALYTICS, ATTENDANCE AND SWAG/INFORMATIONAL MATERIALS REVIEW ([LINK](#))
  - A. Robbie - growth in Facebook/Insta due to promoting Ask SL content
  - B. Cindy - tracking attendance to see if board members and stakeholders attend meetings.
- V. NEW BUSINESS
  - A. Discuss updates needed to the SLNC website and functional improvements that can be made.
    1. Remove Green Committee calendar
    2. Sign up for Email should be a button not a bulleted item
    3. Add sign up link to ENS to the homepage
    4. Update Committees page
      - a) Move Green, LGBTQ, Youth to inactive
      - b) Move Housing and Tenants Rights, Reimagining Public Safety, Silver Lake Advocates for People Experiencing Homelessness to active
    5. Add FAQ link to the About Page
    6. Change Upcoming Meetings to Ask Silver Lake
    7. On Committee pages, move Zoom recordings to their respective Google Drive Folders
    8. Make sure all the Committee Pages have the same design
    9. Reverse sort the Google drive folders on Committee pages so the most recent is at the top
    10. Update the zoom on the website so everything is on the screen on desktop.
    11. Can you find the 360 camera street view camera footage of the Silver Lake stairs? Eric believes it's somewhere the website
    12. Eric - can you add a Google map where you can drop in your address and have that overlaid on the boundary map of Silver Lake.
    13. Cindy - will reach to Alex about website updates.
  - B. Discuss allocation of new order of promotional materials and stair maps.
    1. Debbie - Will communicate with Craig to get the design file. Debbie will get a quote for 1,000 copies
    2. Robbie - suggests order more postcards
    3. Debbie - will look into smaller umbrella
  - C. Discuss updated Mascot content ideas.
    1. Cindy - Mascot would focus on kids 9-12 and would be announced at Visions and Goals. 3rd to 6th grade can participate. Remove personality characteristics and replace with general questions to consider about the city.

- D. Discuss if anyone else wants to help maintain SLNC social channels.
  - 1. Kristina to add committee meeting agendas and Gov meeting agenda.
  - 2. Robbie to share SL organizations list with Cindy.
  
- 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 a new budget.
      - (1) What was the Sunset Junction Street Fair
    - c) Committee Spotlight
      - (1) Who would like to source the Committee Spotlight content and collaborate with Kristina?
    - d) Board Member Bios
    - e) Community Events
      - (1) Save the date for Visions and Goals
      - (2) Region Spotlight - What do you love about your region?
  
- F. Discuss the Farmer's Market presence.
  - 1. Update on possible acquisition of a smaller shade umbrella with SLNC branding.
  - 2. Cindy - going to create a reference binder for next time.
    - a) December - Robbie and Maria will be
  
- G. Discuss how we track and improve attendance to SLNC meetings.
  
- H. Discuss whether the Outreach committee should move to virtual meetings.
  - 1. Committee decides to stay with in person 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.
  - 2. Robbie to investigate further and present options to the Outreach Committee.

VI. ADJOURNMENT 8:52