

**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  
2/29/24  
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 new order of promotional materials - stair maps.
  - B. Discuss SLNC Website improvements.
  - C. Discuss next steps on the Silver Lake Mascot contest project.
  - D. Discuss bus bench and bus shelter design project.
  - E. Discuss promotion of Community Impact Statements in email and social channels and who would help with that project.
  - F. Discuss upcoming topics to be shared on SLNC social channels and email.
  - G. Discussion of a small business initiative to hand out SLNC postcards and promote it on our social channels.
  - H. Discuss Silver Lake Neighborhood Fridge promotion.
  - I. Discuss possible Little Library initiative.
  - J. Discuss the Farmer's Market presence.
- 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
  - A. Call to order at 7:05
  - B. Robbie, Maria S, Cindy, Joey, Mark, Abi, Zelda the dog
- I. APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING. (Minutes below)
  - A. Cindy motions to approve. Robbie seconds.
- II. 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. Maria S asks if we can post recaps on social media.
  - B. Cindy reminds everyone of Visions and Goal meeting and Mascot challenge.
- III. MONTHLY ANALYTICS, ATTENDANCE AND SWAG/INFORMATIONAL MATERIALS REVIEW ([LINK](#))
  - A. Cindy suggests in addition to Ask SL we invite people to share personal stories of Silver Lake. Robbie suggests we call it My Silver Lake Story.
    - 1. Maria S will pen the first article.
  - B. Abi suggests we repost other stories and cover local pop culture personalities.
  - C. Maria S suggests we call it Humans of Silver Lake.
- IV. 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.
    - 1. Cindy is working on getting into other schools. Maria will message Thomas Star King and suggests we look on Google to find emails.
    - 2. Robbie suggest trying Imaginology.
    - 3. Joey asks how we can make the contest more available to people who aren't computer savvy. Also suggests after school programs.
    - 4. Abi mentions there's speech therapy.
    - 5. Robbie will do a post on social promoting the contest.
  - 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.
    - 1. Maria suggests we remind people at the next Governing Board meeting that they can send to us.
    - 2. Cindy suggests reaching out to committees as well as Board email.
      - a) Hollywood Sunset Free Clinic
      - b) Holiday dinner
  - F. Discuss the Farmer's Market presence.
    - 1. Update on possible acquisition of a smaller shade umbrella with SLNC branding.
      - a) Maria suggests we bring music to the farmers market
      - b) Abi suggests a kids day at the farmers market - crafting, performance.
- V. ADJOURNMENT 8:27p