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SILVER LAKE
NEIGHBORHOOD COUNCIL

Serving the Silver Lake
Community Since 2003
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PO Box 26385
Los Angeles, CA 90026

**Joint Governing Board and
Budget and Finance Committee Meeting**

Anthony Crump, Treasurer and Chairman, Budget and Finance Committee

7:00-8:15 pm, Tuesday, July 23rd, 2013

CitiBank Community Room

2450 Glendale Boulevard, Los Angeles, CA 90039

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, assisted 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 Charles Herman-Wurmfeld at board@silverlakenc.org

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 días de trabajo (72 horas) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL 213-375-8836.

Meeting Accessibility and Transportation Information:

- Public Transit: Metro Bus Lines 92, 96, 603 are within a reasonable walking distance
- A Public Bicycle Parking Rack is available
- Free vehicle parking is available
- All facilities are ADA compliant

AGENDA

ITEMS MAY BE ADDRESSED OUT OF THE ORDER LISTED.

- I. Call to Order
- II. Roll Call
- III. Treasurer's Report
- IV. New Business:

A. Fiscal Year 2013-14 Strategic Plan, Budget and Budget Kit (\$37,000)

Discussion, drafting and possible action on the Silver Lake Neighborhood Council Fiscal Year 2013-14 Strategic Plan and Budget. This may include completion of Empower LA's Neighborhood Council Budget Kit. The FY 2013-14 Budget will allocate \$37,000 in funding. **Requests for Funding for specific organizations, events or projects will not be considered or discussed.**

- V. Public Comment on Non-Agenda Items*
- VI. Announcements
- VII. Adjournment

*Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda, but which are within the Committee's subject matter jurisdiction, will be heard during the Public Comment period. The amount of time allocated to each speaker for public comment is at the sole discretion of the Committee Chairperson.

2013/2014 Strategic Plan

Neighborhood Council: _____

The BIG Vision: _____

Example: The XXNC wins the EmpowerLA Award for Outreach! or Neighborhood Council draws more voters than Citywide Municipal race!

(Imagine a year from now, when the headline in your local paper announces your success, what do you want the headline to say? Vision should be consistent with the City Charter mandate “To promote more citizen participation in government and make government more responsive to local needs.”)

The BIG Goals: Break the Vision down into achievable goals that are steps in fulfilling your vision.

Example:

- 1) Develop and Implement a digital presence that includes upgrading the website, incorporating an online calendar, complementing it with a social media strategy, and supporting it all with an email newsletter.
- 2) Development and Distribute print materials, including business cards, brochures, and resource guides, that promote the Neighborhood Council and connect with stakeholders.
- 3) Survey the community and establish partnerships with other community organizations such as service providers, volunteer groups, and neighborhood watches, in order to share networks.
- 4) Participate in public events, implementing a booth strategy that engages stakeholders.

The BIG Solutions: Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

Example:

- 1) We're not tech savvy so where do we go? Solution – Survey the surrounding Neighborhood Councils and share strategies with other successful councils.
- 2) We don't know the other organizations and groups. Solution – Find the people that do and enlist their support (real estate agents, non-profits, Council office, local principal, etc.)
- 3) Look at the tools in our Outreach Plan template. What tools do you have and what would like to have?
- 4) These things cost money! Solution – Break it down and budget for your goals. Budget for the outreach materials that are part of your booth strategy and also the tools for public events (canopy, table, outreach materials, etc.)

The BIG Budget: Use the Neighborhood Council Budget template to help you categorize your expenditures based on your vision, goal and solutions.

- 1) Outreach \$ _____
- 2) Operations \$ _____
- 3) Neighborhood Purpose Grants (NPGs) \$ _____
- 4) Neighborhood Improvements \$ _____
- 5) Elections/Selections \$ _____

The Neighborhood Council yearly allocation for FY 2013/2014 is \$37,000. While there are no set criteria for how much a Neighborhood Council should spend in each area, remember that the mission for Neighborhood Councils: “increase citizen participation and make government more responsible to local needs.” Are your funding expenditures doing that? While you can give NPGs out to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments so you can bring community members' concerns back to the City government.

New for FY 2013-2014 Budgets

The 2014 Elections /Selections must be incorporated in the 2013/2014 Budget, including:

- a recommendation of at least 10% for outreach (\$3700) or more depending on whether your Neighborhood Council wants to do mailers, ads, etc.
- \$500 for Vote-by-Mail, plus postage if over 200 pieces (optional)
- \$250 for Hospitality on the day of the (s)election for the poll workers
- a recommended \$200 for New Board Retreat
- additional costs for Pilot Projects such as online voting (optional), which could potentially cost \$5000 per Neighborhood Council. We are currently preparing a Request for Proposals from online voting platform companies and will know potential costs by mid to late summer.

A Board roster of the Neighborhood Council must also be submitted using the Department's template so the City and stakeholders know who is voting on the use of public funds.

Heads up: for the new Funding Program system, you will also need to figure out your monthly expenses, e.g. lease, storage, printing, food for general meetings, phone, etc. so you know the minimum you must request each month to cover your Neighborhood Council's expenses. We'll be asking for that number when we start setting up accounts in June.

Remember – Budgets can always be adjusted during the year with a Board vote so changes are easily made if necessary.

The BIG Score: Measure your progress and your final performance, adjusting along the way. Evaluate your journey based on results. Start with an evaluation of your current position and then get busy!

Example:

- 1) Website – measure traffic
- 2) Contacts – count the # of people on your email distribution
- 3) Meetings – look at the crowd and count your stakeholders
- 4) Public Events – how many do you do and what is the result?
- 5) Partners – make a list of organizations in your network.

A year from now, ask the same questions and count the same measurables and evaluate your success. We'll be following up, too, to see how you did.

The BIG Reminder: Align your behavior with your Vision.

Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your goals.

At every turn, ask "Does this promote more citizen participation in government and make government more responsive to local needs."

If the answer is yes, then you are bringing your Vision to life!

Silver Lake Neighborhood Council
 Budget for Fiscal Year 2013-2014
 APPROVED on

Funds		
Total Annual Allocation	\$	37,000.00

Budget		
Code	Category	
100 Operations		% Total
AUD	Audio and Visual Services	
EDU	Training and Board Retreat	
FAC	Facilities Related and Space Rental	
MIS	Miscellaneous Expense	
OFF	Office Equipment and Supplies	
POS	Postage	
TAC	Temporary Staff	
TRL	Translation and Transcription	
	Sub Total	0.00% \$ -
200 Outreach		
ADV	Advertising	
EVE	Event Expense / Food & Refreshments	
MEE	Meeting Expense	
NEW	Newsletter Expense	
WEB	Website Maintenance/Enhancement/Creation	
	Sub Total	0.00% \$ -
300 Community Improvement		
CIP	Community Improvement Project	
	Sub Total	0.00% \$ -
400 Neighborhood Purpose Grants		
GRT	Neighborhood Purpose Grant	
	Sub Total	0.00% \$ -
500 Elections (or Selections)		
ELE	Election Outreach Expense	
	Sub Total	0.00% \$ -
Grand Total		\$ -

Budget Narrative:



NC Election Outreach Survey

Neighborhood Council name: _____

Name and contact for your Outreach Committee Chair: _____

Digital Tools:

Does your Council have: a website? yes / no

If yes, please give us your website address: _____

if so, does it link to EmpowerLA? yes / no

Does your Council have: a Twitter Account? yes / no

If yes, please give us your Twitter url: _____

Do you utilize hashtags with Twitter? yes / no

If yes, what hashtags does your Council use for Twitter? _____

Does your Council have: a Facebook Account? yes / no

If yes, please give us your Facebook url: _____

if so, do you utilize the events feature? yes / no

Does your Council have: a YouTube Account? yes / no

If yes, please give us your YouTube url: _____

if so, do you create council videos? yes / no

Does your Council have: a database of Stakeholders? yes / no

an email newsletter campaign? yes / no

an email newsletter service? yes / no

if so, what company? _____

Does your Council have: a virtual phone line?

yes / no

if so, what company? _____



Does your Council have: a virtual fax line? yes / no
if so, what company? _____

Print Materials:

Does your Council have: business cards for Boardmembers? yes / no
business cards with general information? yes / no
a print newsletter campaign? yes / no
a brochure? yes / no

Does your Council have: letterhead? yes / no
templates for newsletters, brochures, flyers? yes / no
branded materials (frig magnets, bookmarks,...) yes / no

If Yes, please list branded materials: _____

Calendar:

Does your Council use: an online Calendar? yes / no
If yes, what Calendar service do you use? _____

Does your Council use: Community Bulletin Boards? yes / no

Partners:

Does your Council maintain working relationships with other organizations? (CPAB, Homeowners and Residential Associations, Chambers of Commerce, Library, Local Parent/Teacher Associations, Cultural Organizations, Community Theatre, Churches/Synagogues, Social Services/Food Banks, Historical Associations,...) yes / no

If so, what are the organizations? _____

Media:

Does your Council have: Local Media Contacts? yes / no
Press Release Templates? yes / no
a media strategy? yes / no



Contacts with local print media? yes / no
Contacts with local digital media? yes / no
a local media advertising strategy? yes / no

Street Presence:

Does your Council advertise:

Bus Stop Shelters	yes / no
Bus Benches	yes / no
Street Light Banners	yes / no
Sanitation Trucks	yes / no
A-Frames	yes / no
Yard Signs	yes / no

What is your Council's most effective tool for engaging the public and keeping them informed?

What is your Council's greatest opportunity for improving its outreach and for reaching the public and engaging them in the Neighborhood Council's activities?

Thank you very much for finishing this survey!

Thank you for all that you do and for partnering with EmpowerLA
to tell the Neighborhood Council story!

