

Outreach Committee Minutes: Approved

Monday, August 8, 2016, 6 p.m. to 7:30 p.m.
Silver Lake Branch Library, 2411 Glendale Blvd, Los Angeles, CA 90039

Co-chairs: Betsy Isroelit and Terry Jackson

ATTENDEES:

Board Members (4) Anne-Marie Johnson, Terry Jackson, Tracey Woolfolk, Betsy Isroelit

Stakeholders (6) Roseanne Leslie, Nadine Trujillo, Dacia Caswell, Len Kendall, Lena Bouton, Marlys Gilgen

7:05 Meeting begins/Attendees introduced themselves

PUBLIC COMMENT ON NON-AGENDA ITEMS:

Nadine Trujillo requested that every SLNC board or committee meeting begin by sharing emergency preparedness information, such as nearest exits, alternative exits, etc. Nadine noted that this is especially important due to the risk of earthquakes and other emergency situations. Nadine will provide wording and other pertinent information to Betsy Isroelit, who will share with committees and board members.

APPROVAL of 6.6.16 MINUTES:

Minutes were approved– 10 yes, 0 no, 0 abstentions

NEW BUSINESS:

● **Motion of Election of Outreach Committee Co-Chair:** Betsy Isroelit introduced a motion to appoint Terry Jackson as co-chair of the Outreach Committee, effective immediately. The motion was seconded by Dacia Caswell and approved by the committee. 9 yes, 0 no, 1 abstention

● **Special Presentation on Digital Strategies for SLNC Website, Email Communications and Social Media**

Betsy introduced Len Kendall, VP Communications of Carrot, a leading full-service marketing agency, and former director of marketing at Havaas Worldwide. Len shared the following observations on how the SLNC can leverage digital strategies and social media to engage more Silver Lake Stakeholders:

- High-level opportunities: **Simplicity** (streamline channels, focus email/newsletter content) **Growth** Encourage email subscriptions, target social posts. **Technology** Schedule content using free apps, use analytics to measure success.
- Simplicity: hide or delete dormant social channels like Facebook (FB) or Twitter; if FB is being used to collaborate, set those pages as private.
- Use email newsletters like a highlight reel to increase appeal to mobile readers (66% of emails are opened on a mobile device). Make emails easy to skim and calls to action stand out.
- Growth: Social media is nice. Email is our workhorse. Make subscriber growth the top priority.
- Targeted social advertising can go a long way. FB lets users target content down to zip code level.
- Technology: Schedule and track social posts from one dashboard like Buffer so we can understand what people are responding to.

A discussion and Q&A followed Len's presentation:

- Attendees all agreed with Len's observations and suggested that the committee apply these guidelines going forward.
- Terry and Betsy will evaluate existing social channels and recommend channels that could be consolidated or eliminated.
- Betsy noted that the newsletter has been working towards a more streamlined presentation and will continue to do so.
- Nadine asked questions about the differences between various social media channels; Len explained how FB, Twitter, etc. function and the advantages of each.
- Lena and Dacia commented on best practices for the NextDoor channel.
- Len offered to continue to assist and advise the outreach committee.

● Discussion on options for managing SLNC email database

- Betsy asked for suggestions on managing and updating the email database, which is a labor intensive task, and asked if it would be possible to engage a student or freelancer with database management skills.
- Anne-Marie said either option was possible and the Governing Board would need to approve.
- Terry and Betsy offered to explore options and report back to the committee.

● **Discussion on need for standard handout that describes SLNC's mission and activities and provides contact/website information**

- Betsy reported that two committees have requested a handout to be distributed at community events and gatherings.
- Anne-Marie noted that it would be expensive to print the number of handouts that would be required and that it would not be environmentally friendly. She suggested that the committee explore producing posters or flyers that could be displayed at events or posted at local businesses.
- Tracey agreed to explore distribution through the Silver Lake Chamber of Commerce.
- Betsy and Terry will research costs of producing posters and report back to the committee.

● **Agenda items for next meeting:** none at this point

● **Announcements:** Nadine announced schedule and importance of CERT training. She will supply ongoing information on health/safety items for the newsletter.

The meeting adjourned at 7:30 p.m.