

## Outreach Committee Meeting Draft Minutes August 16, 2018

Meeting was called to order 6:00 p.m. Quorum was met. Betsy I, Terry J., Nina S., John W. Pat arrived at 6:10 p.m.  
Douglas R. arrived at 6:15 p.m.  
Genelle LV arrived at 6:25 p.m.

Item 2. John addressed Charles Fleming's column in the *Los Angeles Times* about the amount of trash and filth on city streets. Fleming would like to start an initiative that encourages people to pick up trash, etc. He reached out to the Green Committee, asking for their support. This will be addressed at the Green Committee meeting that follows Outreach meeting. The group agreed they would support this effort. Terry noted that consistency would be key.

Item 3: Terry gave a brief overview of the 2018-2018 SLNC budget. He explained that because of projected Neighborhood Election costs, there is little money to spend for outreach and other budget items. Currently there is approximately \$4600 for outreach and \$2,000 for NPGs, plus \$1800 for Facebook advertising.

Item 4.

- A. Draft minutes. M/S Terry/Nina. Minutes are passed with addition from Terry. 5 yes/0 no
- B. Betsy asked if social media discussion could be moved to after motions in item 5. There was no objection.

Item 5.

- A. The Park Advisory Board recommends that the Silver Lake Neighborhood Council purchase up to \$300 on nutritional snacks such as granola bars with SLNC logo label for annual 2017 Halloween Celebration at Bellevue Center.

Nina explained how the event is conducted. Terry asked about payment process. It was decided that Terry would purchase granola bars at Smart & Final with the credit card; Nina will provide information about what to buy. Betsy will make arrangements to print stickers for bars. Nina and Pat will staff the SLNC's Halloween House with help from youth volunteers if needed. Motion passes 6/0 no objections.

- B. The Bellevue Advisory Board recommends that the Silver Lake Neighborhood Council support National Public Lands Day on September 22, 2018 by publicizing this volunteer opportunity and staff a table to outreach to the community. Nina explained that the goal is to attract volunteers and Bellevue is asking for SLNC's support, not funding. Motion passes 7/0 no objections.
- C. Silver Lake Improvement Association (Genelle Le Vin) moves that the Silver Lake Neighborhood Council sponsor and approve up to \$400 for publicity materials for the 24th Annual Music Box Steps Day on Saturday, October 20, 2018 at Laurel and Hardy Park. Genelle explained SLNC's support in the past, along with event history. Terry asked if this could be a NPG; Genelle explained that in the past SLNC paid the printer directly for printing, approximately \$260. Betsy agreed and said money was also spent on Facebook ads. Terry said this would be agreeable and asked that printing be added to the motion. Betsy moved/Genelle seconded that the motion be amended to read:

Silver Lake Improvement Association (Genelle Le Vin) moves that the Silver Lake Neighborhood Council sponsor and approve up to \$400 for printing and publicity materials for the 24th Annual Music Box Steps Day on Saturday, October 20, 2018 at Laurel and Hardy Park. Motion passes 7/0; new motion passes 7/0 without objection.

- D. (Discussion and possible motion) Request from Tony Michaelis, Co-chair SLNC Transportation and Neighborhood Safety Committee, to establish a Transportation and Neighborhood Safety Committee Facebook page in accordance with social media policy guidelines (see above).

Betsy explained that to obtain effective search results and to build followers, the best social media practice is to have one Facebook page for the main organization and not sub-pages. John confirmed that the Green Committee considered having a Facebook page but decided against it. The group did not know if the SLNC Arts & Culture page was active. Betsy explained that Tony was asking about the process. Douglas asked if we knew why Tony wanted a separate page and offered to explore solutions with Tony, including participating in the SLNC posts. Genelle suggested that the motion be tabled until we have more information. Betsy moved/Douglas seconded. Motion passed without objection.

Meeting was adjourned without objection at 7 p.m.