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SILVER LAKE NEIGHBORHOOD
COUNCIL

Serving the Silver Lake
Community Since 2003

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SILVER LAKE NEIGHBORHOOD COUNCIL BOARD MEMBERS

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OUTREACH & COMMUNITY LIASION COMMITTEE

SPECIAL MEETING

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

Outreach Chair(s): Betsy Smith Isroelit Community Liaison Rep: Betsy Smith Isroelit

AGENDA

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 the SLNC Secretary, at (213) 375-8836, toll-free at 311, or e-mail secretary@silverlakenc.org.

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 our website by clicking on the following link: 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 secretary@silverlakenc.org.

- 1. Call to Order & Roll Call (2 minutes) 6:00 p.m.
- 2. Public comments on non-agenda items (6 minutes) 6:06 p.m.
- 3. Approval of 06/06/16 Joint Minutes (2 minutes) 6:08 p.m.
- 4. New Business 6:10 p.m.

- Resignation and election: (10 minutes)

- 1. Resignation of Taryn Poole as co-chair of the Outreach Committee effective 7/29/16

- 2. Motion: Election of Outreach Committee Co-Chair:

- Silver Lake stakeholders interested in serving as co-chair of the Outreach Committee will now signify this to Betsy Isroelit, followed by an election

- Special presentation on digital strategies for SLNC website/social media: (40 minutes) 6:20 p.m.

- Presenter Bio and Information: Len Kendall, VP Communications of Carrot, a leading full-service marketing agency and former director of marketing at Havas Worldwide will share his observations on how SLNC can leverage digital strategies and social media to engage with more Silver Lake stakeholders. Len has helped a wide range of clients including McDonalds, Mercedes Benz, Unilever and Blizzard Entertainment achieve a stronger presence on social media channels.

- 2. Questions and answers will follow the presentation

- 3. Discussion/Possible Action: Discussion on options for managing SLNC stakeholder database (5 minutes)

7:00 p.m.

- 4. Discussion/Possible Action: Need for standard handout that describes SLNC's mission and activities. The handout will be distributed at events that involve the SLNC and its committees. (10 minutes)

7:05 p.m.

- 5. Agenda Items for next meeting 7:15 p.m.
- 6. Announcements 7:20 p.m.
- 7. Adjournment..... 7:25 p.m.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS — The public is requested to fill out a "Speaker Card" to address the Board/Committee on any agenda item before the Board/Committee takes an action on an item. 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 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/Committee 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/Committee meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer.

PUBLIC POSTING OF AGENDAS — Silver Lake Neighborhood Council agendas are posted for public review as follows:

- Mornings Nights Cafe, 1523 Griffith Park Blvd, Los Angeles, CA 90026
- www.SilverLakeNC.org
- You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at:
<http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

RECONSIDERATION AND GRIEVANCE PROCESS

For information on the Silver Lake Neighborhood Council's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the SLNC Bylaws. The Bylaws are available at our Board meetings and our website <http://silverlakenc.org/about/bylaws/>

SERVICIOS DE TRADUCCION

Si requiere servicios de traduccion, favor de avisar al Concejo Vecinal 3 dias de trabajo (72 horas) antes del evento. Por favor contacte a the SLNC Secretary, al (213) 375-8836 o por correo electronic° secretary@silverlakenc.org para avisar al Concejo Vecinal.