

## **Outreach Committee Draft Minutes**

Monday, September 27, 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 (2)** Terry Jackson and Betsy Isroelit

**Stakeholders (2)** Len Kendall and Beth McGroarty

**7:05 Meeting begins/Attendees introduced themselves**

### **PUBLIC COMMENT ON NON-AGENDA ITEMS:**

No comments

### **APPROVAL of 8.8.16 MINUTES:**

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

### **NEW BUSINESS:**

- **Newsletter:** Betsy reported that open rates for newsletters issued since formatting and content were streamlined range from 35% to 53%, depending on topics. This is a strong open rate that has increased since changes were instituted.
- **Subscriber lists:** Discussion regarding need to organize and consolidate existing email lists and add new subscribers to the master list. (Betsy noted that there are now 12 committee lists, in addition to the master list, which have not been updated in some time.) Additional discussion regarding importance of cleaning up and maintaining accurate subscriber lists and need to engage a person to perform these tasks.

Terry made this motion: The Outreach Committee recommends that the Silver Lake Neighborhood Council authorize the expenditure of up to \$400, beginning October 6, 2016 through the end of the calendar year, to retain Christine Moore on a freelance basis to: clean and organize existing email lists; perform data entry of new email subscribers; and maintain and update lists on an ongoing basis. Moore will also audit existing SLNC social media accounts and prepare a summary of social media activity for review by Outreach Committee and Board. Beth seconded the motion.

Motion approved – 4 yes, 0 no, 0 abstentions

- **Outreach funding requests:** Discussion regarding need to submit funding requests that would be allocated from outreach budget to Outreach Committee for review before they are presented to the SLNC Governing board. Additional discussion about importance of understanding and vetting requests so Board has full information before they vote.

Terry made this motion: The Outreach Committee recommends that the Silver Lake Neighborhood Council require all funding requests for outreach communications, such as digital advertising, event sponsorship, etc., must first be presented to the Outreach Committee for review and to determine allocation of the Outreach budget, before these requests are presented to the Board. Betsy seconded motion.

Motion approved – 4 yes, 0 no, 0 abstentions

- **Dog Park Improvement & Cleanup**

Len led a discussion about need to improve the dog park and keep it clean, and asked which SLNC committee(s) were involved with the dog park. Committee discussed various options and Betsy offered to identify the committee/people responsible for dog park. Len offered to become involved with this effort and/or form a new committee. He also discussed possibility of obtaining sponsors for costs associated with dog park and waste bags.

- **Agenda items for next meeting:** agenda will include Outreach Committee budget proposal and review.

- **Announcements:**

None

**The meeting adjourned at 7:45 p.m.**