

Silver Lake Neighborhood Council
GOVERNING BOARD
REGULAR MEETING Minutes - APPROVED
Wednesday, January 4, 2017
7:00 p.m.
Ivanhoe Elementary School
2828 Herkimer St
Los Angeles, CA 90039

1. Call to Order

The meeting began at 7:00 pm with 16 Board members present. (9 votes are needed to carry.)

2. Roll Call

Attending Board Members:

Anne-Marie Johnson, Co-Chair
Jerome Courshon, Vice Chair
Scott Plante, Secretary
Patty Jausoro, Treasurer
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas (arrived late)

Non-Attending Board Members:

Adam Somilleda (excused)
Nicholas Somilleda (excused)
Glenn Harrell (excused)
Elizabeth Torres (excused)

3. Public Comment On Non-Agenda Items

Doug Haines, Chair of the Land Use and Planning Committee of the East Hollywood Neighborhood Council, (310) 281-7625:

He said that he is running to replace Council Member Mitch O'Farrell to represent Council District 13 (CD13). He noted that there is a really good slate of people running against him, including Silver Lake Neighborhood Council Sergeant-at-Arms Jessica Salans. That said, he is running because he can't image another 5.5 years of Council Member O'Farrell, who has prevented the community from participating in discussions that affect it. For example, O'Farrell closed the Design Review Committee discussions from the

public. Haines said that this is his neighborhood. He's a film editor. He got involved in the neighborhood councils after then Council Member Eric Garcetti (currently the Mayor) wanted to demolish an area of the community for a new school that wasn't needed. We took control of our community after that, said Haines, who is against property developments and other projects that provide no benefit to the community.

Bill Zide, former Chair of the Hollywood Studio District Neighborhood Council:

He said that he is a candidate to replace Council Member Mitch O'Farrell as representative for CD13 in the upcoming March City elections.

He said that his reasons for running are similar to those of Haines. He worked on Council Member O'Farrell's first campaign. The issues that the community now faces won't improve over next 5.5 years. Dye said that O'Farrell was a good field deputy. But his CD13 office never says no to a large development (i.e. the Millennium project). People feel they aren't being listened to. He expressed the hope that audience members individually consider voting for challengers. We must do more and we must do better, he concluded.

Jessica Salans, Silver Lake Neighborhood Council Sergeant-at-Arms and Candidate for City Council, District 13 (CD13), JessicaSalansCD13@gmail.com, www.Jessicasalans.com:

She provided an update for her campaign. It now has office space on Hollywood and Gramercy. She is planning a "Let's Get Local" campaign to say that efforts need to be localized. There will be related events at senior centers, the Los Angeles City College and other locations. There is information on her campaign website.

She added that Council Member O'Farrell's new park legislation is irresponsible. She expressed concerns about a homeless encampment. Instead of restrictive policies we need to house our homeless, she said. We need more events, more community support and more comprehensive policies.

Rusty Millar:

He noted that October marks 13th anniversary of the first Silver Lake Neighborhood Council governing board meeting. Also, December or January will be a big anniversary for the Urban Design and Preservation Committee (UDPC).

Scott Plante, Silver Lake Neighborhood Council Secretary and Co-Chair of UDPC:

The Silver Lake Improvement Association told him that the tables and umbrellas in the Sunset Triangle Plaza have been removed because of high winds. They will be returned in a week.

4. Special Presentations and Reports

Mary Rodriguez, Field Deputy for Council Member Mitch O'Farrell, CD13, mary.d.rodriguez@lacity.org :

She offered happy New Year greetings and provided a handout of highlighted accomplishments for 2016. She said there was no monthly report for December.

She announced that there will be Coyote Interaction Meeting on January 19 that's hosted by the Franklin Hills Residents Association. It will be held at 6:30 pm at the Griffith Park Visitor's Center Auditorium.

Rodriguez mentioned that access ramps were installed over the year-end holidays at the intersection of Hoover and Sanborn Streets. More ADA (Americans with Disabilities Act) required curb ramps planned.

She said that CD13 is working with the Department of Water and Power (DWP) to get permits to feed water back into the Silver Lake Reservoir.

Silver Lake Neighborhood Council Vice Chair Jerome Courshon asked what is the timeline for water? Rodriguez said it is being permitting now. The City should begin at the end of January or early February the installation of the necessary 12 inch water main.

Heather Carson asked how can we find out about discretionary funds? Rodriguez encouraged enquires to be sent to Jeanne.min@lacity.org.

Adam Miller, Neighborhood Advocate for Council Member David Ryu, Fourth District (CD4) (adam.miller@lacity.org 323-957-6415, 213-473-7004):

He offered happy New Year greetings, noting the banner promoting kindness hanging in the auditorium. This will be an interesting year, he said.

He said that everything is running on time for the Silver Lake Reservoir. However, there have been concerns about the volume of noise with construction so a sound barrier may be erected.

He noted that he's actually on vacation today.

Stephanie Uy, field representative for State Assembly Member Jimmy Gomez, 51st District:

She provided an info graphic about the upcoming legislative session that's about to begin. She also mentioned a women's self defense class to be held on January 21 at El Centro.

Barbara Ringuette, Budget Advocate:

She discussed a survey about homelessness. Visit the website to take the survey at www.ncbala.com.

Treasurer Patty Jausoro asked does the survey change? Ringuette replied that the surveys change every two weeks. It is currently about homelessness.

Betsy Isroelit asked what happens to the information? Ringuette replied that it goes to City Council Members and the Mayor.

Rusty Millar asked is there scoring from the neighborhood councils? Ringuette said yes. Millar explained that the more responses there are from a neighborhood council area, the more attention is paid to that area. Millar noted that Ringuette puts in lots of hours as Budget Advocate. There was applause.

5. Administrative

5.1 Election of SLNC Governing Board Co-Chair

Heather Carson has resigned as Co-Chair.

Candidates:

Rusty Millar nominated Scott Plante. Jerome seconded. Plante accepted the nomination. He also thanked heather for the job that she's done. She kept the meetings smooth and productive. There was applause. He said that he's been involved with the neighborhood council since 2011. This is his second term on the Board.

He is an architect with 20 years experience. He has served on the Urban Design and Preservation Committee since 2011. He is currently Secretary for the Board. He wants the Board to move forward and work efficiently.

Co-Chair Anne-Marie Johnson asked Plante whether he is prepared to do the work that the job requires? He said yes. She also asked do you enjoy the time spent? He said yes. She also asked, as Co-Chair of one of the busiest committees, can you handle the additional workload? He said yes, noting that the other Committee Co-Chair Joe Farrell does a lot of it.

VOTE for Scott Plante as Co-Chair

16-0-0

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano

No Votes:

None

Abstentions:

None

Johnson noted that an officer of the Board can't hold two seats. So we no longer have a secretary. It will be noted in February that the position of Secretary is open.

5.2. Approval of December 2016 Board Minutes

Plante said that Carson sent corrections via email.

Treasurer Jausoro noted that in the Budget and Finance Committee report, there should be a name correction. Johnson said that she and Plante will make the corrections and give them to the new Secretary once that person is installed.

Johnson reminded that her first name, "Anne-Marie", should be hyphenated.

Courshon made the motion. Jausoro seconded.

VOTE for minutes
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano

No Votes:

None

Abstentions:

None

6. Finance and Budget

6.1. (Treasurer): Approval of December 2016 Monthly Expense Report (MER)

(Note: Bob Lissauskas arrived at 7:30pm)

Jausoro said that currently, with spending, we have \$9,311 that has been spent. Some things will be charged to January. Regarding the Go Daddy annual renewal, she didn't receive an invoice about this. We will do the motion next month. It's for \$999 with a 15% discount.

She also mentioned that the neighborhood council has \$13,000 committed but not spent.

There was an Outreach question regarding a \$500 expense.

Jausoro pointed out that if everything on tonight's agenda is passed, we'll have \$2,929 remaining of \$42,000.

She also noted that for Go Daddy, we have 52 emails. 14 of them are unassigned.

Johnson asked Jausoro are you communicating with Kristina to create a menu on the website for MERs, etc? Jausoro replied that they are already there.

Rusty Millar made the motion. Jerome Courshon seconded.

Heather Carson asked there is a monthly and a yearly email server charge? Jausoro said no. There is only a yearly charge. Carson asked about line 5. What are we paying for? I think we could do better. Jausoro said it's about \$1,300 for the year.

VOTE for MER
17-0-0
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

5.3. (Discussion Only) Reinstate Education, Youth and Family Committee

Jessica Salans said that education is incredibly important. We published two books. Standard intro books for kids are 32 pages. She said that she has a background as a theatre artist. She collaborates with elementary schools. She's connected with lots of artists. She wants to embolden through arts. She wants people to think broader and more creatively than we are doing now.

Johnson explained that we had suspended the committee because of lack of interest. Now Salans is interested in reactivating it. We need a motion.

Barbara Ringuette made the motion. Scott Plante seconded it.

Millar said that the issue with that committee and others that have had challenges in past is that they may have been board or committee members excited about the topic. However, enthusiasm doesn't always stretch enough to keep the committee going with

results that can be measured. Where are the people who will want to get this going? What is the mission statement? At what point should it be revisited if approved?

Johnson stressed that the question is to the Board, not to Salans. How will the Co-Chairs do their due diligence and get things done? It will be our jobs to evaluate this. The question will be is this committee actually doing something (e.g. motions, town hall meetings, etc.).

Millar added that the committee must respond to community. At same time, there must be follow through that is measureable.

Caroline Pham said I think this committee could be really productive. Jessica Salans has the enthusiasm to make it happen. Education is a really important thing for setting up kids for success in their adult years. Having community outreach for parents who may not normally have time to read books to kids or attend sessions at schools is an idea that she likes.

Jausoro asked, without this committee, can the Board create motions to benefit kids? The committee is not necessary, replied Johnson.

Isroelit said I have confidence in Salans. There are lots of parenting resources in this community. Carson said I fully support Jessica Salans with open arms. We should welcome anyone coming to us to volunteer.

VOTE to reinstate the Education Committee
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

Johnson said that she and Plante will reach out to Jessica Salans about availability. We want to meet in January. If we build it they will come, she concluded.

5.4. (Notification Only) Formal Notice of violation of SR 23 by Friends Of Animals Committee

Johnson spoke about when committees don't meet. Since the Co-Chairs have been elected, this committee hasn't met. Elizabeth Torres is Co-Chair. She assured us that there would be a Committee meeting before this Board meeting. Now we have an obligation to call meeting for this Committee and hold Co-Chair elections.

This motion states that Co-Chairs have the authority to call committee meetings. Courshon said this is notification only. It should be on the next agenda.

Johnson said that 2/3 of the body can submit and entertain a motion. The last meeting was the first meeting and that was in June 2016.

Courshon noted that the board member is not here tonight. This would be a punishment. This is now officially noted. She has to hold a meeting. I suggest that we do a motion for the next governing Board meeting.

Rusty Millar said I agree with Courshon. We don't need to punish anyone for this. Maybe Isroelit can use the newsletter to solicit interest for this committee. This hasn't been a very active committee for the past 3 years. There was a dog parks core of people that drove the committee. When they disappeared, the committee languished.

See if there is demand for this committee through the newsletter.

Johnson said that Carson is right, procedurally. Co-chairs can call a committee meeting. Plante and I will call for a meeting in January. We will set the date and location. We'll see the interest. If there is no interest, entertain a motion to suspend the committee.

Isroelit said we want to promote the committee meeting in the newsletter, not promote that we want to replace the Co-chair.

Carson said we could talk about both this Committee and both the Youth and Families Committees. Say we're seeking more involvement and input.

Johnson said we can call a joint meeting. People can bring their dogs.

9. New Business

9.1.(Millar) Send letter to council president Wesson in support of council file 16-1321

Millar said this motion came from stakeholders. Council Member O'Farrell has introduced council file 16-1321 to provide free legal assistance to families who soon face deportation.

Plante read the motion. Families should not be torn apart by the new President's plans to deport illegals. We want approval before the inauguration.

Courshon read the text of the motion and a Silver Lake Neighborhood Council letter to City Council President Herb Wesson.

Johnson explained that Nadine Trujillo brought this to us.

Carson asked can we amend this to file a Community Impact Statement (CIS). For sending letters, the maker signs the letter. That should be Nadine Trujillo.

Johnson said that this is a substitute motion.

Heather Carson made the motion. Barbara Ringuette seconded the motion to file a CIS instead of sending a letter.

Courshon noted that the reference motion is not in this paperwork. Millar explained that it went to the Executive Committee and then to the Government Affairs committee. Now it has come to Barbara Ringuette and myself. O'Farrell's actual motion isn't here. This is a reference to that.

Jausoro said she doesn't see the Department of Neighborhood Empowerment (DWP) council file.

Johnson said we need to clarify that it was referred to a committee. For the number attached, is this referencing an ad-hoc committee. It may not be the same motion once it gets out of committee, she warned.

Millar said a CIS may be a better option because it will follow the motion throughout its life.

Johnson asked is the Body comfortable voting for this without the O'Farrell motion attached? Plante said this suffices to explain the actual motion. Courshon asked if the substitute motion is to have a CIS, who will do this?

**VOTE for Heather Carson's substitute motion to make this letter our official CIS
17-0-0
PASSED**

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

**VOTE for main motion
Unanimous
PASSED**

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.2.(**Sorkin**) Funding of up to \$500.00 for Griffith Park Community Adult Center 2017 Spring Fair

Plante introduced the motion. Jausoro said this is something in which we have participated on in the past. The 50-Plus Committee will have updates. It's a really great event. Lots of people come.

Millar seconded the motion.

Terrence Jackson said that at the original organizing meeting in June they allocated \$15,000 for outreach. We should revisit that for a more detailed presentation. The amount remaining in the budget for community events is about \$3,400. There are numerous items in tonight's agenda about outreach spending.

Johnson explained that the budget allocated to all neighborhood councils is a certain amount. It's up to the neighborhood councils to decide whether 2/3 of the entire budget should be devoted to the essence of outreach, to anything that would strengthen the branding of the neighborhood council. This is new and exciting. In the past, the neighborhood council spent lots of time on Neighborhood Purposes Grants (NPG), which provided little bang for buck.

No advisory committee under the Silver Lake Neighborhood Council (SLNC) has a budget. It's a philosophy to decide funds to outreach. We can move numbers around. The budget is a living breathing thing. The only entity with a budget is the full SLNC, concluded Johnson.

Courshon asked this is a motion that we dealt with at the 50-Plus Committee that's supposed to be on the February agenda?

Jausoro said this does sound like a good event. When this was brought to the 50-Plus Committee, it was an outreach event. So, according to DONE rules, it was not an NPG.

Changing it to an NPG was incorrect. We are correcting this now. If we have both there, this will be an outreach event.

VOTE
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.3.(**Jausoro**) Reconsideration of Dec. 2016 Governing Board funding motion Item 8.3., re: the AT Center Matinees

Johnson explained the reconsideration. Someone from the prevailing side has reconsidered his position on the motion. The maker is obligated to have a motion to reconsider. If that is passed, then we discuss item to be reconsidered.

Courshon read the motion. Johnson seconded.

Carson expressed concern about 1-year. Johnson said we're just considering whether we want to reconsider.

VOTE to reconsider
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson

Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.4.(Jausoro) NPG funding of \$1,000.00 of AT Center Saturday Matinees.

Jausoro said this is an NPG because we are writing someone a check for \$1,000 for snacks and other direct costs. They have a mailing list of 10,000 people so we will get lots of publicity.

Courshon seconded the motion.

Johnson explained that this is the exact same motion that we approved in December but now it is classified as an NPG.

Carson cautioned that this has to be spent by June or DONE may object. Jausoro said it will be spent by June. Johnson said this needs to include the letters "NPG" in body of the motion. This is a clarification.

There is a friendly amendment to change the wording to "6 months" instead of 1 year. Jausoro accepted.

VOTE
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano

Bob Lisauskas

No Votes:

None

Abstentions:

None

VOTE with corrections

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.5.(50+) Funding of up to \$1,600 for Spring 2017 CERT Classes held at Ivanhoe Elementary

Jausoro said the funding is to sponsor CERT (Community Emergency Response Training) sessions. It expands the number of people in the community who will know what to do in case of emergency.

Millar seconded the motion.

Johnson noted that the Public Safety Committee didn't meet on this issue. So, this should be solely from the 50-Plus Committee.

Millar said that the SLNC has done this several years. This usually gets 50-60 people in each class that participates. This is something that we should be doing. This really demonstrates outreach into the community to get people involved. It's a definite measurement of outreach in the community. It is well worth the investment.

Courshon said that for clarification, at the committee there was consensus. Kits are only for those who are economically challenged.

Ringuette said this is an excellent program. It's very effective. There should be two CERTs trained people per block. She recommends the program.

Jackson said you may want to do more than one. Perhaps use the Recreation Center? There would be no costs incurred.

Isroelit said it's a wonderful program. We should definitely support it. The last two trainings averaged about 40 people.

Jausoro said that several neighborhood councils are doing this, including Boyle Heights. This is a 7 week program. There has been a huge expression of interest from people in this neighborhood. Maybe Ivanhoe Elementary might kick in some funding?

Carson asked are we investigating a free location so that we can do more? Johnson suggested doing the first one here and then utilizing the Recreation Center.

VOTE
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.6.(**Outreach**) Fund up to \$5,000.00 for full color cards and magnets to be mailed to 18K SL addresses

Jackson said we've investigated this. He read the motion. *Courshon seconded the motion.*

Jackson said the goal is to provide information about SLNC. The goal is to introduce the SLNC to all residents and to provide vital contact details for City officials. We can do 18,000 of these. Most people don't know that we exist.

Isroelit showed an example. We think this will be useful. So many things we do reach the same people. We want to reach all people in Silver Lake, she said.

Courshon said this is a great idea. DONE representative Jay Handal discussed this. It is important that we do it. This is a great way to get the word out and create awareness.

Taryn Poole asked about dates. Can meeting dates be added to this? She also asked about 18,000 mailers.

Caroline Pham questioned whether item 9.5 has real value. I get these all the time and they just keep my kids photos on the refrigerator. I don't think that a magnet would do the job, relative to community events. She questioned spending \$5,000 for magnets.

Johnson stressed that it would be 18,000 mailers. Jackson said that that is every address in Silver Lake. Not everyone is on Facebook all day,.

Jausoro asked about approval by Executive Committee and about the Design. The board doesn't vote. Johnson said the Executive Committee would pass it along to the governing Board.

Carson said it's a great idea. We should do it every other year. For people who've never heard of the SLNC it could be useful. She understands that there are about 15,000 households relative to 18,000 mailers. Courshon said that Silver Lake is growing so that number moves around.

Carson noted that the postage is estimated on the invoice. What does that mean?

Ringuette said the magnet card should include information about the committees too. That could arouse interest.

Carson asked the cost is \$0.27 per mailer? The answer was yes.

Jausoro said I like this idea. But others neighborhood councils have banners. This is lots of money for a one-shot. A lot on one-shot. Isroelit said we explored banners.

Courshon said I understand the concern about money. This has never been done in the history of this neighborhood council but it's worth trying. We spent a shitload of money for elections and it created awareness. This can too.

Taryn Poole suggested that the magnets should describe exactly what the SLNC does, its mission statement.

Isroelit said we looked at a number of options. How can we reach the most amount of people for the least cost was the question. This costs \$0.27 per mailer. This will reach 18,000 people, many of whom don't have time to attend meetings or events. Jackson said the costs of posters and banners are more expensive than this.

VOTE
14-3-0
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Douglas J. Loewy

Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Antonio Stifano

No Votes:

Bob Lisauskas
Caroline Pham
Patty Jausoro

Abstentions:

None

9.7.(Outreach) Fund up to \$2,100 for the printing materials in various formats used for SLNC outreach.

Jackson made the motion. Courshon seconded.

Isroelit said we're out of these. They also need to be updated. Jackson said they are very popular at events as handouts.

Isroelit said there is a feeling that there is a need to hand out more documents at events. We'd like to do something more visual that's simple, something that captures the vibrancy of the community. For smaller posters, invite businesses to use them.

Carson asked do we really need 10,000? The postcards duplicate the feeling of the brochure. She is not sure about the value of them. We paid for facilities for the homeless documents. There may be a stack somewhere. How about a simple Xerox sheet as a take-away?

Caroline Pham suggested how about reusable shopping bags? Taryn Poole asked a question about content: what will it be? Millar responded that they have used shopping bags on a couple of occasions. I echo Carson's concerns about postcards. What would you be highlighting? Can businesses be highlighted on this? Jackson said you can't do that.

Jausoro said I concur with Carson. It's difficult to get businesses to put up posters. It might be better to print one of these things. Otherwise, it's ambitious.

Jausoro offered a substitute motion, a move to separate and only deal with one of issues. Pick one of the choices and do away with remaining documents.

Caroline Pham asked if the motion passes, we can discuss quantity? Johnson said yes.

Courshon said we'd be throwing everything out except one item. This is not a lot of money in here. We need the color brochure. It's difficult to get businesses to put up posters. Don't discard most of these items, he urged.

Ringuette said I don't like the posters. She is against the substitute motion. Plante said I'd like to see a mockup of the marketing of this. Johnson said we can table agenda item 9.7 until we conclude 9.8.

VOTE to table 9.7

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.8.(**Outreach**) Fund up to \$1,000.00 for the design of various printed materials used for SLNC outreach.

Jackson made the motion. Ringuette seconded.

Isroelit said the brochure will discuss the history of Silver Lake. This will rebrand us. Pham asked about the redesign of the logo? Do you have a graphic designer in mind?

Poole said that she favors a cohesive plan that is synergistic.

Carson asked whether the history collective brochure would go away? Isroelit said yes. Carson said that's a whole other conversation. It's a bit high for community based work. Can you speak with other people? Do we have to pull a designer from the list, she asked.

Johnson asked did the historic committee relinquish the desire to reprint the brochure? Isroelit said yes. They were open to redesign.

Pham asked what is the process to picking and approving a graphic designer? Courshon said there are 5 pieces. That's cheap. Graphic designers cost \$40 to \$80 per hour. Jackson commented that the process of selection would come from the SLNC.

Pham asked how do you select the designer? Who gets to weigh in on this decision? Isroelit said she's worked with a particular designer for 7 years. She recommends her. Johnson said all applicants will be presented to the committee.

Courshon said this is great for those who really care about this. Come to a Committee meeting.

Carson said there is an ethics issue about transparency if we are going to vote on 4 items.

Plante seconded the motion.

VOTE
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.9.(**Courshon/Outreach**) Fund up to \$200 for 2017 Vision and Goals snacks, drinks and food.

9.10.(**Courshon/Outreach**). Fund up to \$250.00 for 2017 Visions and Goals venue rental fee.

Johnson said that visions and goals must be dealt with this evening. She wants to move to agenda items 9.9 and 9.10 next. *Plante wants to make them into one motion.*

VOTE to combine items 9.9 and 9.10
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon

Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

Courshon read the motion regarding visions and goals. *Millar seconded.* Courshon said this is a required mandatory meeting for the Board. The money requested is typical amount. We didn't do this in the second half of last year. We're supposed to do this every six months. The possible dates are February 2 or 9.

Straw poll regarding February 2:
Unanimous

Straw poll regarding February 9:
Unanimous

Decision for February 2 date. Now vote on agenda item 9.9/9.10 that is now called 9.9 for snacks and rental and supplies.

New wording: "To spend up to \$450 for visions and goals meeting:"

VOTE

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson

Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:
None

Abstentions:
None

9.7.(**Outreach**) Fund up to \$2,100 for the printing materials in various formats used for SLNC outreach. -- REVISITED

Jackson asked can this be put aside until we have information?

VOTE to postpone item 9.7
Unanimous
PASSED

Yes Votes:
Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:
None

Abstentions:
None

9.11.(**Outreach**) Fund up to \$400.00 per month for six months of Facebook advertising.

Jackson introduced this.

Courshon explained that this increases outreach. The campaign would run from January to June.

Isroelit proposed spending up to \$50 per week for this neighborhood. An Outreach Committee member has volunteered to design the ad. We expect new email subscribers. Social media is very important for engagement. Pham said I like the idea.

Poole asked what is the goal? What are we inviting them to do? Jausoro asked every month there is something that must be advertised? How is \$400 spent on Facebook?

Courshon said we did an ad for two DWP meetings on Facebook. We reached thousands of people via Facebook.

Carson said \$400 a month sounds like a lot to me. We don't have a lot to promote right now. Attendance at the Reservoir meeting was great. Who would decide how this would be carried out? Carson wants per event spending instead of this.

Isroelit said this has nothing to do with events. We want to grow the email list to 5,000 by June. This is an effective means to do that.

Jackson said that regarding metrics, we've created an email contact. The goal is to get names to fill it.

Plante asked how will content be determined? Poole asked can you make this dual purpose to include the date of the next meeting? Courshon explained Facebook metrics.

Carson asked can we say that every event that we vote on, if we are presenting, we are promoting? This is a suggestion. Johnson said that is a friendly amendment.

VOTE
Unanimous
PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

Johnson said that she now wants to go to agenda items 9.13 and 9.14. We will return to the rest if there is time.

VOTE to change order of agenda
Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.13.(Bylaws & SR's) Create a new board elected position, Assistant to the Secretary

VOTE

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

9.14.(Carson) To fund up to \$2,500 for creation and installation of 6-10 Little Lending Libraries throughout Silver Lake

Carson said this also includes 1000 book marks with our logo. This is a way to come together. This engages people to interact. The cost is \$60 per 1000 book marks. We want to gauge interest. We will then flesh this out and then come back. She wants feedback.

Johnson said we'll do touchy feely straw poll.

The straw poll show that there was unanimous support.

Johnson then said that even though board is 100% in support, can the Arts and Culture Committee take the lead on this and do legwork and then bring it back to the Board. The Board should vote on the amount and then go to the Arts and Culture Committee for design.

Carson made the motion.

Jausoro asked about libraries for purchase?

Jackson said we need to allocate to the Community Improvement section of our budget.

VOTE

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

Johnson said we can finish the agenda tonight. Do we create the Board position tonight or wait?

Plante explained the position.

Nominations:

Doug Loewy nominated Hanna Anderson. Isroelit seconded. Anderson accepted the nomination to be Assistant to the Secretary.

VOTE for Hanna Anderson as Assistant to the Secretary

Unanimous

PASSED

Yes Votes:

Anne-Marie Johnson
Jerome Courshon
Scott Plante
Patty Jausoro
Douglas J. Loewy
Rusty Millar
Terrence Jackson
Betsy Smith Isroelit
Tracey Woolfolk
Stacey Boucher
Barbara Ringuette
Heather Carson
Hanna Anderson
Taryn Poole
Caroline Pham
Antonio Stifano
Bob Lisauskas

No Votes:

None

Abstentions:

None

12. Requests/Motions For Future Agenda Items

Courshon said he wants to get storage locker since we don't have an office now.

13. Announcements

Johnson said that she and Jausoro are waiting for DONE to approve the paper work for the meeting to be held at the church.

14. Adjournment

Johnson made a motion to adjourn.

The meeting ended at 9:50pm.