

## **Outreach Committee Minutes–APPROVED**

**Tuesday, January 24, 2017, 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: Terry Jackson, Betsy Isroelit, Jerome Courshon, Taryn Poole  
Stakeholders: Marlys Jackson, Darius Derakshan, Len Kendall

### **Meeting begins/Attendees introduced themselves:**

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

Darius Derakshan, co-chair of Homelessness in Silver Lake Committee, provided an update on work of the Committee, including homeless count on January 24. Darius also presented request that will go to Governing Board for a \$1500 Neighborhood Purpose Grant to support PATH work in Silver Lake.

**APPROVAL of MINUTES:** Review and Adoption of December 12, 2016 minutes  
APPROVED

### **ADMINISTRATIVE ITEMS:**

1. Review of outreach budget presented at January 4, 2016 SLNC Governing Board meeting (Terry)
2. Review and status of Outreach Committee motions submitted at January 4, 2016 SLNC Governing Board Meeting (Terry/Betsy)
3. Review of social media activity (Betsy)

### **MOTIONS & RESOLUTIONS:**

1. Discussion and Possible Action: Creative presentation and next steps for Facebook advertising campaign. Len presented ideas/copy for Facebook campaign to increase subscribers to the SLNC newsletter and become more involved with the community. Jerome, Len and Taryn will form a work group to finalize copy, process and launch campaign. Approved budget of \$400/month will also be used to promote SLNC – sanctioned events such as the upcoming vision and goals meeting. Group will report progress at Outreach meetings.
2. Board approved funding of up to \$500 for Griffith Park Community Adult Center 2017 Spring Fair. This will be coordinated by Outreach and 50+ Committee
3. Board approved funding of up to \$1,600 for Spring 2017 CERT Classes held at Ivanhoe Elementary. Classes will be managed by 50+ Committee;

Outreach will support through newsletter, Facebook advertising and social media.

4. Board approved funding up to \$5,000 for full color cards and magnets to be mailed to 18K SL addresses. Betsy reviewed design and copy for the mailer and group made comments. A new draft will be produced.
5. Board approved funding up to \$1,000 for printing materials in various formats used for SLNC outreach. Betsy presented creative for updated History Brochure. Group made comments and a revision will be produced. Approvals are in conjunction with History Collective Committee.
6. Board approved funding of up to \$450 to host Vision & Goals meeting, which will take place on 2.9 at Ivanhoe Elementary School. Outreach is coordinating and Jerome presented format and next steps.

**COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS:** None

**REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS:** None

**ADJOURNMENT:** Committee voted to adjourn at 7:30 p.m.