

## **Outreach Committee Minutes: Approved**

Monday, December 12, 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 (3)** Terry Jackson, Betsy Isroelit and Jerome Courshon

**Stakeholders (3)** Dacia Caswell, Marlys Jackson and Hannah Anderson

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

**APPROVAL of MINUTES:** None submitted

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

● **CERT TRAINING:** Elizabeth O'Keefe, Los Angeles Fire Department Certified Response Training (CERT) Battalion 11 Coordinator, presented information about CERT training in Los Angeles. The free program provides all-risk, all-hazard training for anyone over the age of 18 in the City of Los Angeles and is designed to help community members protect themselves, family, neighbors and their neighborhood in an emergency situation. Elizabeth asked that the SLNC and the Outreach Committee support CERT training programs in the community.

Dacia asked if there is a charge for the training. Elizabeth explained that the training is free but emergency kits can be purchased for attendees for approximately \$40 each. Terry asked if giving away kits resulted in higher participation. Elizabeth said that kits were given away at one CERT training in Silver Lake and not given at a second one. She believes the training where kits were not given away had slightly more attendees and did not think they were a requirement.

Betsy asked if Elizabeth felt the SLNC needed to rent a space to hold the training. She replied that based on average attendance at trainings, a free space like the library would be sufficient.

Terry noted that the SLNC has supported CERT training in the past and thanked Elizabeth for providing more information.

### **AGENDA ITEMS**

● **Outreach Engagement/Newsletter:** Betsy reported that open rates for newsletters continue to be strong (40+%). Subscribers to the newsletter

have increased by approximately 60% over recent months. The newsletter is now issued twice a month.

Marlys suggested that more information about Committees be provided to the community and included in outreach communications materials. Committee members agreed.

● **Outreach Plan:** The proposed plan to raise awareness of the SLNC and engage more members of the community in SLNC activities was discussed (outreach plan). The proposed working plan/budget, which covers the six-month period from January to June 2017, is attached. Terry made a motion to present the plan to the SLNC, which was seconded by Dacia.

Motion approved – 5 yes, 0 no, 0 abstentions

● **Motion Printed Materials:** A motion was made by Terry Jackson and seconded by Jerome Courshon as follows: The Outreach Committee recommends that the Silver Lake Neighborhood Council moves to spend up to \$2100 for printed materials, including:

- 10,000 full-color historic brochures (\$795)
- 10,000 6x4 postcards with Silver Lake community and/or historical images, b/w, printed on two sides, 3 different images (\$695)
- Four large posters mounted for use at events (\$308)
- 250 posters to be placed at businesses, etc. 4C on one side, 11x17 (\$198)
- Plus tax

Motion approved – 5 yes, 0 no, 0 abstentions

● **Motion Design:** A motion was made by Betsy Isroelit and seconded by Jerome Courshon as follows: The Outreach Committee recommends that the Silver Lake Neighborhood Council moves to spend up to \$1,000 for design services related to printed materials.

Motion approved – 5 yes, 0 no, 0 abstentions

● **Motion Direct Mail:** A motion was made by Betsy Isroelit and seconded by Dacia Caswell as follows: The Outreach Committee recommends that the Silver Lake Neighborhood Council moves to spend up to \$5,000 to print and mail to Silver Lake addresses 18,000 4x8 inch full color cards with a magnet on one side.

Motion approved – 5 yes, 0 no, 0 abstentions

● **Motion Facebook Advertising:** A motion was made by Jerome Courshon and seconded by Betsy Isroelit as follows: The Outreach Committee

recommends that the Silver Lake Neighborhood Council moves to spend up to \$400 per month for six months (for a total of up to \$2,400) for Facebook Advertising.

Motion approved – 5 yes, 0 no, 0 abstentions

- **Motion Visions & Goals Meeting:** A motion was made by Jerome Courshon and seconded by Betsy Isroelit as follows: The Outreach Committee recommends that the Silver Lake Neighborhood Council moves to spend up to \$200 for food/snacks/drinks for the early 2017 Visions & Goals meeting.

Motion approved – 5 yes, 0 no, 0 abstentions

- **Agenda items for next meeting:** None

- **Announcements:** Betsy reminded attendees that the SLNC is participating in the Silver Lake Recreation Center's Snowy Grinchmas event on Saturday, December 17. Terry and Hannah will be at the SLNC table with information about SLNC.

- **Meeting adjourned at 7:45 p.m.**