

**Outreach & Community Liaison Committee
Approved Minutes**

Wednesday, April 25, 2017, 6:45 p.m. to 7:45 p.m.

**Silver Lake Branch Library
2411 Glendale Blvd, Los Angeles, CA 90039**

Co-chairs: Betsy Isroelit and Terry Jackson

ATTENDEES:

Board Members (5) Terry Jackson, Jerome Courshon, Hannah Anderson (arrived late),
Anne-Marie Johnson, Betsy Isroelit
Stakeholders (1) Dacia Caswell

6:45 Meeting begins/attendees introduce themselves

PUBLIC COMMENT ON NON-AGENDA ITEMS: None

PRESENTATIONS: None

ADMINISTRATIVE ITEMS:

- Approval of 3.15.17 Minutes: Motion to approve, Anne-Marie; seconded, Terry;
Approved 5 yes, 0 no

- Outreach Budget–Terry: Current budget is being reviewed and updated and will be presented at the next Governing Board meeting

- Review of upcoming SLNC-sponsored events, Betsy:
 - Taste of Eastside Event, April 30, 4 p.m. to 7 p.m. Coordination–Betsy
 - Griffith Park Adult Community Club and Center’s 9th Annual Community Faire, May 13, 2017, 10:00 a.m. to 4:00 p.m.
Coordination–Patty Jausoro, 50+ Committee and Betsy/Outreach
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- Payments–Terry: Magnet mailer payment can be made, and work can begin, as soon as city finalizes new SLNC debit card and check payment process. Printing has begun on stairways maps and history brochures have been printed and delivered. Terry is working to process vendor payments ASAP.

- Facebook advertising–Betsy: Facebook ad campaign, which began in late March, has been very successful and there are now 3,010 subscribers, as of April 24. 414 subscribers signed up since the campaign launched; cost per click averages .25 to .31 cents. We will continue to run same creative until cost exceeds .50 per click.

Open rate for newsletter continues to be strong: 37% for the most recent issue.

- Facebook posts–Hannah: News and key community events are posted to the SLNC Facebook page on an ongoing basis.

MOTIONS & APPROVALS

Anne-Marie moved to partner with the Silver Lake Library to develop a series of discussions regarding race, gender and gender identity, age, sexism, religion and ethnic issues in Silver Lake specifically and American generally. Hannah seconded motion

Discussion: The Silver Lake NC and the Silver Lake Library will partner in a series of discussions regarding creating better empathy and understanding. The discussions will take place once a month, held on Saturday afternoons, starting in June or July, at the Library. The discussions will be facilitated by specialists/recognized individuals in each category. Members of the Outreach Committee will work as the “working group” for this event, in partnership with the librarians and staff of the library. Committee discussed ideas for series name and content

Motion passed with no objections

REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS: Terry asked that a motion to fund beverages and snacks and other related expenses related to the series on empathy and understanding be placed on the agenda for the May Outreach meeting.

ADJOURNMENT: Committee voted to adjourn at 7:45 p.m.