

Outreach Committee APPROVED MINUTES

Thursday, March 1, 2018

7:15 to 8:30 p.m.

Silver Lake Neighborhood Council Office

Silver Lake Recreation Center

MINUTES

Meeting called to order at 7:15 p.m.

Nine people present

Update on Outreach events:

Words Can Help...or Hurt/ "Me Too and Other HashTag-able Issues," Thursday, March 29, Silver Lake Library. Anne-Marie is finalizing panel. Event will be promoted on Facebook, in newsletters and with posters at key locations. *Anne-Marie Johnson*

Stairways Adoption Event, Sunday, April 8, *John Wingler, Betsy Isroelit*

John reported that Charles Fleming, author of "Secret Stairs," will lead a tour starting at 9 a.m. on April 8. The tour will end at the middle Silver Lake Avenue stairway at the old Red Car property in Silver Lake about 10 a.m., where there will be tables and/or tents, drinks, snacks, etc. Outreach will support the event with Facebook ads, newsletter articles and press outreach.

SLNC will be a co-sponsor of Taste of the Eastside, Sunday, April 29, 4-8 p.m. *Kate Hudson* is in charge of coordinating materials and Board volunteers for the event. *Stacey Boucher* is arranging the same booth placement as last year and will work with Kate on logistics.

Nina Sorkin explained the benefits of the Griffith Park Adult Community Club and Center's 10th Annual Community Fair to be held on May 12, 2018, from 10 a.m. to 4:00 p.m. All agreed this is a worthy event and Nina moved that the Silver Lake Neighborhood Council approve spending up to \$500.00 to support the event. Anne-Marie moved that the amount be changed to \$350 to be consistent with recent SLNC co-sponsorships. The motion passed 9/0

Nina Sorkin reviewed the American Cancer Society Relay For Life, which will be held on June 2, 2018, from 11 a.m. to 2 p.m., at the Mulholland Fountain. Discussion was held about having a Youth Team represent the SLNC and working with the Youth Committee to develop a team. Attendees agreed this was a good idea. Nina will work with the Youth Committee and moved that the SLNC approve spending up to \$500 to support the event. Anne-Marie moved that the amount be changed to \$350 to be consistent with recent SLNC co-sponsorships. The revised motion passed 9/0

The Outreach Committee recommended that the Governing Board approve up to \$400 for design of electronic and printed materials to support SLNC Outreach communications. Motion passed 9/0

The Outreach Committee recommends the Governing Board approve up to \$3500 to complete the printing and mailing of the Magnet Mailer to Silver Lake households. The mailer will contain key SLNC and city government contacts. Jerome Courshon explained that since the original amount of \$5,000 was approved for the mailer there have been increased printing, distribution and mailing costs and revised estimates have been received from vendors. Betsy thanked Jerome for his work to identify the delivery routes and secure new costs from vendors. The motion passed 9/0

COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS:

Betsy Isroelit said the design of Slow Down Silver Lake lawn signs will be presented at next Outreach meeting.

The meeting adjourned at 8:45 p.m.