

**Outreach & Community Liaison Committee  
Approved Minutes**

**Wednesday, March 15, 2017, 6:15 p.m. to 7:50 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, Bob Lisauskas, Hannah Anderson  
Betsy Isroelit (Bob and Hannah arrived late)  
Stakeholders (4) Craig Collins, Genelle LeVin, Pat Tashma, John Wingler

**6:15 Meeting begins/Attendees introduce themselves**

**PUBLIC COMMENT ON NON-AGENDA ITEMS: N/A**

**PRESENTATION:** Re-launch of Adopt-A-Stairs Program and presentation of stairways map, Bob Lisauskas, Co-chair Green Committee & SLNC Region 5 Representative (Bob is running late; presentation moved to later in agenda without objection)

**ADMINISTRATIVE ITEMS:**

- Approval of 1.24.17 Minutes: Motion to approve, Betsy, Seconded, Jerome Approved 7 yes, 0 no
- Review of Outreach Budget: Terry: Terry is new treasurer and budget is under review and being updated. A budget will be presented at the next Governing Board and Outreach meetings.
- Presentation of final History Brochure, Betsy/Terry: printing will be completed at Medicus
- SLNC Brochure: Presentation on hold pending final copy
- Presentation of final Magnet Mailer, Betsy/Terry: printing on hold pending payment arrangements
- Review of upcoming events, 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. SLNC will be provided with table, chairs and canopy for use during the event. The Faire Committee will promote the event via flyers, banners, and electronic media. Coordination—Patty Jausoro, 50+ Committee and Betsy/Outreach
  - Taste of Eastside Event, April 30, 4 p.m. to 7 p.m. Coordination—Betsy
- Update Social Media: Jerome/Betsy: Creative is complete and campaign will begin in March

## **MOTIONS & APPROVALS**

- Request to support Relay for Life, submitted by Nina Sorkin and Pat Tashma. Pat discussed event and explained importance of SLNC support and benefits.

Betsy made motion to support/Jerome seconded:

*The Outreach Committee recommends that the Silver Lake Neighborhood Council approve spending up to \$500.00 to support Relay For Life of Griffith Park Communities and Hollywood to be held on May 20, 2017, from 10 a.m. to 9 p.m. at the Mulholland Fountain. SLNC will have name on event t-shirt and in program; will be included in announcements during the event; and have use of table/chairs provided by CD4. \$500 sponsorship will defray the cost of event t-shirts for participants and survivors.*

Motion Approved: 7 yes, 0 no

- Discussion and Possible Action: Nina Sorkin requested the SLNC support The Annual Eggtravaganza AKA the annual Easter Egg Hunt on April 8 from 10-11:00 a.m. at the Bellevue Park Recreation Center. Betsy has requested more information, which was not received. No action taken.

- (Bob and Hannah have arrived) Bob and Craig Collins, designer of the stairways brochure, presented the stairways brochure, which received very positive feedback from the committee. Bob also explained the vision and importance of the Adopt-A-Stairs program and how the map will be used. Betsy noted this is a marquee SLNC program and recommended that a press event to launch take place in May or June, with invitations to press, city and tourism officials, and those concerned with preserving the history of Silver Lake and Los Angeles. Genelle, John, and Pat, along with other committee members, expressed strong support for a launch event and shared ideas on how it could be executed.

**Motion:** Bob recommended that the budget to print 5,000 brochures be increased to \$1500, including tax. Betsy moved as follows/Jerome seconded:

*The Outreach Committee recommends that the Silver Lake Neighborhood Council approve spending up to \$1500, including tax, to print the new stairways map/brochure: (11x17 folded to pocket size, full color, two sides, quantity of 5,000)*

Motion passed: 8 yes, 0 no

**Motion:** Bob moved/Genelle seconded:

*The Outreach Committee recommends that the Silver Lake Neighborhood Council approve spending up to \$800 for ancillary materials and services related to the event rollout of the SLNC Adopt a Stair Program.*

Motion passed: 8 yes, 0 no

**Motion: Update Newsletter Description to Read:** Terry moved/Jerome seconded: The SLNC publishes two newsletters a month. Submissions are due at 5:00 p.m. on the Friday after each monthly Governing Board meeting and at 5:00 p.m. on the third Friday of each month. Submissions should be relevant to the SLNC, SLNC Committees and the Silver Lake community, and may be edited for clarity and conciseness.

**Discussion and Possible Action:** The Arts and Culture Committee requested the SLNC approve the creation of an Instagram account. The motion was referred to the Outreach Committee to discuss benefits of an account—and if the account should be created for the SLNC, which the SLNC and all committees could use, or solely for the Arts and Culture committee.

Hannah noted that Instagram is a visual platform and photos/images should be curated, and in some case cropped or modified, before posting. She also noted that the Outreach Committee does not have the resources to maintain an Instagram account and recommended that if the Arts and Culture Committee wishes to start an account, and has the resources to maintain it, they should do so. The committee agreed and no further action was taken.

**COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS:** None

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

**ADJOURNMENT:** Committee voted to adjourn at 7:50 p.m.