

Outreach Committee Meeting (Specific Focus on Website)
July 11th, 2019 7:30 pm - 9 pm
Silver Lake Recreation Center (Art Room)

In Attendance

Nick Fox Robbins
Paul Emmons
Lena Najarian Kaderali
Taryn Poole
Seth Copenhaver
Debbie Slater

Public Comments

Debbie Slater: She says she finds the SLNC Outreach lacking. Said she's lived in Silver Lake on and off for many years and is looking to get more involved in what Outreach is doing. Wants to know how we can get better outreach opportunities to other regions. She mentioned the Kenilworth Block Party as an event that we should promote. She doesn't think the social media is being run very well.

Paul Emmons: Housing & Tenants Rights Committee wants to sit down with the Outreach Committee to discuss outreach opportunities. A couple ideas include having a table at the Farmer's Market and allocating funds to do a mailer. Taryn commented that they might have a private Facebook page.

Outreach Committee now begins to talk about ideas for changes to the SLNC website. Below encapsulates the main points discussed:

Debbie: She doesn't like the Los Feliz website (which had previously been mentioned by the Outreach group as an NC site that looks good). She doesn't find it welcoming and that the current SLNC site is more 'artsy'. She thinks the Los Feliz website looks "too slick"

Lena: Imagery can make a big difference and she mentions the Venice NC website as an example.

Taryn: Los Feliz NC site is a little blue toned but the Venice website is orange toned

Nick: Feels the Los Feliz site is clear as to where to find the information. For the SLNC site, he likes how the calendar is on the homepage.

Lena: We should think about adding emergency and community services. David Ryu's website is really good for this.

Nick: Agreed that Ryu's website is great. O'Farrell's website less so. Wants to see a "Get Involved" section.

Debbie: Add in that a subset of "Get Involved" is "Become Aware"

Nick: Website needs to reflect Silver Lake in the banner bar / photo slide (can also put important news there that we want to highlight)

Lena: We should ask Ryu's office about how he translates his page into multiple different languages.

Nick: I like that the Ryu website literally greets you. We should keep (the topics) on our site to four or five sections.

Debbie: Asked is there a way to get click information on what is being clicked on the current SLNC website? (to show what the most accessed sections are currently)

Lena: Mentioned "Let's Keep In Touch" is a good title for the Newsletter sign-up section.

Taryn: Mentioned a "How Can Your NC Help You?" might be a good idea.

Nick: So sections could be 1. Picture Slide 2. Get Involved 3. Calendar 4. Join The Mailing List 5. How Do I? section

Nick: Likes Ryu's "Key Initiatives" Page on his site

Lena: Could we have a top nav bar that follows you? (fixed nav bar)

Group discussion: Let's have iconic Silver Lake photos rotate in homepage header: Stairs, Reservoir, Community Center...group decides having 7 rotating photos (with one from each region of Silver Lake is a neat idea)

- R1. Community Rec Center
- R2. Happy Sad Foot sign
- R3. Hoover St. with businesses in the background & Holy Virgin Cathedral
- R4. Heart stairs
- R5. Sunset Junction & Farmer's Market
- R6. Silver Lake hills
- R7. Reservoir & Dog Park

General Ideas Around look and feel:

Design it for the public - not for the board!

Keep mobile version in mind - check different browsers and Operating Systems

THE RIGHT BAR (Column) OF THE WEBSITE

This is where information is most frequently updated. 3 items max!

1. Calendar
2. Up-to-date - Community news
3. Up-to-date - Committee news

GET INVOLVED SECTION

1. Attend the monthly meeting. What's the monthly meeting?
2. Meet your representatives
3. Check out a committee meeting

Group discussion on next Outreach Meetings:

General - Tuesday, July 30... 6pm - 7:30pm

Website - Tuesday, August 6... 6pm - 9pm

Group discussed homework for next website Outreach meeting:

1. Each committee member brainstorm section titles (the wording of them)
2. Each committee member look for pictures of the agreed upon photo slide

Meeting adjourned at 9 pm.