

Outreach Committee Minutes [FINAL]
June 25th, 2019 - 6 pm
Silver Lake Recreation Center Art Room

Present:

Nicholas Fox Robbins
Taryn Poole
Lena Najarian Kaderali
Seth Copenhaver

Meeting begins at 6 pm

1. Welcoming Remarks

Seth Copenhaver welcomes the group and thanks them for attending.

2. General Public Comment On Non-Agenda Items

None

3. Election Of Committee Co-Chairs

Seth Copenhaver nominates himself. Taryn seconded.

Nicholas Fox Robbins nominates himself. Taryn seconded.

Vote for Seth Copenhaver as Co-Chair:

Nick: Yes
Taryn: Yes
Lena: Yes
Seth: Yes

Seth Copenhaver has been elected Co-Chair.

Vote for Nicholas Fox Robbins as Co-Chair:

Nick: Yes
Taryn: Yes
Lena: Yes

Seth: Yes

Nicholas Fox Robbins has been elected Co-Chair.

4. Administrative Items

A. Review and Adoption of March 12th Minutes

Taryn Poole (who attended the March 12th meeting) reviewed and approved that the draft minutes were a correct reflection of what was discussed. Seth, Nick and Lena agreed to approve the minutes based on Taryn's approval.

B. Discuss Frequency of Outreach Committee Meetings for 2019 - 2020

The group discussed the importance of monthly meetings due to the number of advisory and ad hoc committees the SLNC currently has. In an effort to serve each one of these to the best of our ability, all efforts will be made for the Outreach Committee to meet at least once a month.

C. Review of Previous Years Outreach

The group reviewed the key points of the previous years Outreach Committee meetings.

D. Discussion of New Ideas for 2019 - 2020 Outreach

The following ideas were discussed:

- 1.** Making a motion at the next Governing Board meeting to begin live streaming the meetings (preferably on the SLNC Facebook page). The idea behind this would be to offer access to those stakeholders who want to attend the meeting but can't due to a number of reasons (lack of transportation, lack of access to childcare, busy schedules, etc.). The meeting video would then be archived for stakeholders to access later. The group stressed how important it is that the videos remain unedited to retain the appropriate transparency needed for the public.
- 2.** Across the board Spanish translation of all SLNC materials (agendas, minutes, newsletters). John Darnell had previously sent an email offering guidance around DONE's ability to support translation of materials. Seth mentioned he would forward the email he had received that week from John and send it to the board so that everyone was aware that this service was available.
- 3.** The idea of holding a quarterly rotating venue change for the monthly Governing Board meetings in an effort to have a council presence in more regions and make it easier for other stakeholders to attend (who might find it harder to get to Ivanhoe Elementary due to lack of public transportation, etc.) The proposed idea would work like this (below venues and timing were used for examples only):

- Q1: Ivanhoe Elementary
- Q2: Micheltorena Elementary
- Q3: Bellevue Recreation Center

Discussion was had around a need for outreach to the other regions that this would be something we'd be doing in the near future, so that the council would A.) ensure the stakeholders in those regions were aware that we would be holding meetings there and B.) to avoid any confusion amongst the community around where and when meetings would be held. All present agreed that groundwork would be needed to make a rotating venue change a successful decision.

The group settled on taking the next quarter (July - September) to work on Governing Board approval to begin livestreaming the meetings as well as holding at least one town hall event in another region. Both would go a long way towards raising the visibility of the SLNC to stakeholders that don't know much about the council. This would make the rotating venue change concept easier to communicate to all interested stakeholders.

Lena also brought up the idea of looking into ways to help people get to the Ivanhoe meetings (budget allocations for rideshares, shuttle buses, etc.)

4. Newsletter: continuing with the more "conversational" tone of the more recent emails. Adding in features like "Community Heros" and "Featured Stakeholder" to further amplify the great people in Silver Lake.

Taryn mentioned that Tuesday late morning is traditionally the best time for the highest engagement and open rates.

5. An idea was discussed to co-host a town hall with the Latinx Committee that would help inform the immigrant community what their rights are in the face of a potential confrontation with ICE and similar. Seth mentioned he would email Nora and get the motion on the July 10th agenda for the Governing Board meeting.

6. How to make NPG applications easy! The group discussed the possibility of creating a video that explains the NPG application process and offers helpful tips to make the task less daunting.

E. Discussion of Possible Action Items for 2019 - 2020 Outreach Budget Allocation

The meeting was running short on time, so the group decided to think on this one more and bring ideas up at the next meeting.

F. Discussion of Possible Updates to the SLNC Website

Seth mentioned Kristina (SLNC Webmaster) said in an email to him that a complete overhaul and update of the site would cost around \$1,000. She also said that there were some maintenance and upkeep things she could do that would cost less than that.

Seth mentioned that in the grand scheme of things, \$1,000 for a much needed redesign of the website wasn't really all that much. Taryn agreed.

The group then took a look at different sections of the Los Feliz Neighborhood Council site (one that Seth had mentioned was one of the better looking sites for NC's). The group agreed that the LFNC website looked great, commented on their logo and how it was a Los Feliz landmark (compared to the SLNC generic palm tree) and also really liked the simplicity and effectiveness of the way their region map was presented.

The group decided to dedicate the next meeting solely to talk about the website and make decisions on what we might want to do with it.

Tentative date of July 10th or 11th was set for the next meeting.

The meeting room time was up and the group had to make way for the Homelessness Committee. Items under **5. Motions & Resolutions** will be moved to Old Business at the next Outreach meeting

Meeting adjourned at 7:30 pm.