In Attendance

Kristina (SLNC Webmaster)
Debbie Slater
Howard Petersen
Seth Copenhaver, Co-Chair
Samantha Danner (arrived at 6:11 pm)
Nick Fox Robbins, Co-Chair (arrived around 6:25)

Called to Order at around 6pm

Welcoming Remarks

Co-Chair Seth Copenhaver welcomed everyone to the meeting and thanked them for attending.

General Comments

- Nina Sorkin’s email to the Outreach Committee was read aloud

- Debbie Slater: Suggested that Committee minutes should be posted sooner than the 72 Hours prior to the next meeting rule that we currently have.

  Seth mentioned that it was his understanding that the 72 hour rule is for agendas and that Committee minutes are within 21 days.

  Samantha Danner said that we could make a ‘best effort’ rule for the SLNC Committees to post these sooner than is happening now, but that ultimately DONE’s rule will be the one that is ultimately enforced.

Minutes

Previous Outreach Committee Minutes (SLNC Website Focus) were voted on and approved at 6:20 pm. Passed unanimously, 5-0.

Website Discussion

Seth asked Samantha if she wanted to open the meeting by discussing changes she would like to see on the website.
Samantha said it would be incredibly helpful to have a resource page for 311 info, LAPD / LAFD contacts, local reps etc. The overall group was in agreement.

Samantha also asked if it was redundant to have both ‘Agenda’ and ‘Minutes’ sections. Kristina mentioned that when she started as webmaster the sections were already separate and it would be a lot of work to go back and put them together. She mentioned she could look at it though and see if an easy fix was possible.

Kristina also mentioned how she had, since the last meeting, adjusted it so that Committee Pages now have two years worth of meetings listed and previous years have been moved to the ‘Archives’ for a cleaner and less cluttered user experience.

The group discussed possibly merging the ‘About’ and ‘Governing Board’ pages. Ultimately it was decided that both pages need to stay (due to the different info found on both pages) but we could discuss naming the ‘About’ to something that fit better with what details are there. Some suggestions were ‘Info’, ‘What We Do’.

Samantha noticed that the email sign-up was in a sidebar and not on the ‘Contact Us’ page. Kristina explained how she moved the old boxes that were at the top of the page to the right column and made them brighter. She said that she will add an ENS sign-up section to the same place.

Nick: Should it just say Newsletter Sign-Up?

The group had a discussion about what the Email Sign-Up Call To Action should be. ‘Email Updates’ and ‘Email Subscribe’ were both options mentioned.

Seth: We could spend a lot of time deciding on what certain things should be called. If we voted last meeting to adopt the Los Feliz NC website as a template and then build from there, shouldn’t we work on porting the SLNC to a temporary page and then modify the things that we don’t like from there?

Howard: I do like the Los Feliz homepage, but I dislike the community page. I don’t think we should do a full port over of the LFNC website. Take some things yes, but not all.

The group then discussed with Kristina that, since the SLNC website is built on Wordpress, we should instead select a full Wordpress template that we liked best instead of just using the LFNC site (since that site appears to have some custom elements, it wouldn’t be the best for a direct port over).

Ultimately, the group decided that it would be a good idea for Kristina to pick around 15 Wordpress templates that would be relatively easy to port over the SLNC info to. From there, the Outreach Committee would work on narrowing it down to the three best choices. Then we
could consider emailing the three choices out to the community and posting on our social media accounts to get feedback and allow them to vote and pick their favorite. Majority vote would take it, so we would need to make sure the Outreach around this initiative was strong and we were hearing from as much of the community as possible.

Samantha mentioned it would be good to have some printed materials (possibly do a magnet mailer) with all of the important info and phone numbers included. Seth mentioned that last years board did a magnet mailer and it was pretty expensive (mostly the mailing part), but he wouldn’t be opposed to making magnets and then having them for people to take when we have events that we have a table at. Samantha mentioned a big reason for printed or tangible items was to help connect with the older citizens that aren’t on their computers a lot or don’t have one.

The group then discussed what, in addition to or instead of, would be good to create to be able to give to senior citizens. Seth mentioned he has been having talks with Stephanie Vendig, who has strong ties to GPACC and additional senior citizen groups in the community. He will check with her to get her thoughts on what would be the most impactful thing to create that this portion of our community would use often enough that they remember the SLNC exists and they can use it as a resource.

Kristina then showed an example of the draft version of the new Board Member pages, that look similar to LFNC’s page.

Next up was the Motion to Fund $1,000 for the Dio de Los Meurtos event being held at Sunset Triangle Plaza on November 1st from 4:30 - 9 pm. Seth made the motion and Nick seconded.

Debbie asked if other committees were supporting with budget as well. Nick & Samantha mentioned that Outreach is the only one that has a budget, and it’s not even really specific to the Committee, but more of a general budget line item that all Committees can draw from. Samantha discussed the current budget allocation for Outreach and how it’s common for budget line items to be revised and moved to other areas depending on the needs of the NC throughout the year.

Nick & Seth discussed how important it was for the SLNC to be involved with starting a new event in the community that could become an annual event for many years moving forward. It’s one of the most impactful ways to engage with the community and Dio de los Meurtos is a special event since it applies to so many different groups.

A voice vote was taken and the motion passed unanimously, 6 - 0.

Meeting was adjourned around 7:30PM.