



## Greater Wilshire Neighborhood Council Outreach Committee

Saturday, July 7, 2018, 9:00 a.m.

Approved by the Committee on August 4<sup>th</sup>, 2018

The Neighborhood Council system enables civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, made up of volunteer stakeholders who are devoted to the mission of improving our communities and bringing government closer to us.

### 1. WELCOMING REMARKS:

- a. **Call to order:** Committee Chair Tess Paige called the meeting to order at 9:11 am.
- b. **In attendance:** Committee Members Colette Amin, Joe Hoffman, and Conrad Starr were present, constituting a quorum. GWNC Administrator Shirlee Fuqua was also present. Committee Member Patti Carroll joined the meeting at 9:47am. Absent were Committee Members Max Kirkham and Tucker Carney.
- c. **Self-introduction of guests:** A guest by the name of Mark joined at 9:47am.

### 2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Ms. Amin inquired about 2019 GWNC Elections, and Mr. Hoffman informed the Committee that the August 2018 GWNC Board Meeting agenda will include a motion for the elections budget. Ms. Paige agreed to include the topic on the August 2018 Outreach Committee agenda.

### 3. ADMINISTRATIVE ITEMS

#### **Review and adoption of minutes:**

Mr. Hoffman agreed to provide draft minutes for March 3, 2018 for Committee review at the August 2018 Outreach Committee meeting. April 7, 2018 minutes were approved with corrections by a vote of 3-0-1 (Motion: Ms. Paige, Second: Mr. Starr). The May 5, 2018 minutes were approved by a vote of 4-0-0 (Motion: Ms. Paige; Second: Mr. Hoffman).

Mr. Starr moved to postpone adoption of the June 2, 2018 minutes to allow Committee Members additional time to review. His motion was approved by unanimous consent.

There was agreement among the Committee that all Committee Members are to be notified when working groups take place, such as for the Soft-Story Emergency Prep Town Hall.

### 4. OLD BUSINESS

#### a. **Soft Story Emergency Prep Town Hall Event August 8**

**Door Hanger Design:** Mr. Hoffman provided a printout of the door-hanger flyer design for Committee input. Ms. Paige noted that 1,000 flyers would be printed. Mr. Hoffman confirmed that printing costs have already been paid for out of the FY17-18 budget. Mr. Starr suggested that the flyer feature a graphical or other element emphasizing the earthquake element. Mr. Hoffman suggested a blue banner with white print at the footer of the flyer front to read "Greater Wilshire gets Earthquake Ready," just below the GWNC logo. The Committee expressed agreement.

**Finalize guest speakers:** Ms. Paige informed the Committee that A2Z Seismic had confirmed their representative, Juan, as a presenter for the rescheduled August 8 town hall. She also confirmed that HCIDLA had provided 50 copies of a soft-story pamphlet.

Mr. Starr read his notes from a March 7<sup>th</sup> phone conversation with Carlos Aguilar of the Coalition for Economic Survival regarding Mr. Aguilar's possible participation in a moderated panel discussion. The Committee agreed that Mr. Starr should reach out to Mr. Aguilar to participate, and also to Dan Yukelson of the Apartment Association of Greater Los Angeles and to Joseph Plascencia at HCIDLA about participating or suggesting a participant, noting the need for a landlord or other apartment representative to complete the panel. As chairperson, Ms. Paige would be the one to provide final speaker approvals.

Ms. Paige agreed to request a bio for Juan at A2Z Seismic to help Mr. Starr in his efforts to recruit presenters.

**Event format:** Mr. Hoffman confirmed the availability of two microphones, a projector and a projection screen from the Ebell. He reported that the in-house Wi-Fi is insufficient for video streaming, and that he and Ms. Paige would arrange for a laptop for projecting the presentations, a presenter remote control if possible for advancing the slides, and a camera and tripod to allow a video recording of the town hall to be uploaded to the GWNC website or other media.

**Marketing:** Mr. Hoffman referred to his planned GWNC Board motion (July) for \$200 additional budget for printing and Facebook marketing. Social media marketing was discussed further, and Mr. Starr requested that Mr. Hoffman share his social posting schedule with the Committee to allow Members the opportunity to amplify the message through their own social channels, to which Mr. Hoffman agreed.

*There was a brief discussion of funding for the 2019 elections.*

**b. Citizen Recognition Program**

Mr. Starr referred to the June 26, 2018 Outreach Workshop by EmpowerLA, where Project Coordinator, John Darnell, explained that Citizen Recognition Programs are a low-cost way to encourage participation in neighborhood councils (NCs) by identifying community leaders from areas or groups that have lower engagement with the NCs. Mr. Hoffman agreed this was the idea behind the agenda item, but that the Committee had not been quick to make nominations.

There was additional discussion of Neighborhood Purpose Grants and Community Improvement Projects and the restrictions placed on these programs by the City, creating obstacles to the provision of grants.

**5. NEW BUSINESS**

**a. Outreach to soft story buildings in the GWNC:**

**Discussion on the delivery schedule for door hangers to soft story buildings:** Mr. Hoffman informed the Committee that, provided the Board approves the rescheduling of the August GWNC Board Meeting to 7:30pm to allow time for a 6:30-7:30pm town hall, he will place the order for 1,000 door hanger flyers on Thursday, July 12, to be ready on Monday, July 16, 2018.

Mr. Hoffman has requested a list of soft-story apartments which he can use to assist the Committee in targeting areas for flyer distribution.

**b. Potential Parking and Traffic event on Manhattan:**

Ms. Paige reported that she discussed with Mr. Darnell ideas for an outreach event for GWNC's eastern boundary, with topics to possibly include traffic, parking restrictions, traffic fatalities. Mr. Starr noted that traffic fatality data for the area is available via LAPD COMPSTAT reports. Mr. Starr suggested that the Outreach Committee partner with the GWNC Transportation Committee. After some discussion, it was determined that while any such event would be owned

by Outreach, the Transportation Committee would be invited to participate.

Ms. Carroll suggested using Monk Space (address: 4414 W 2nd St.), and that the Saint Andrews Square Neighborhood Association be involved.

Ms. Paige asked Committee Members to prepare suggestions for such an event to be discussed prior to approval at a future Outreach Committee meeting, citing the need for issues that affect young and old alike, renters, pedestrians, and to keep it light. She noted the Mr. Darnell may be able to recruit a speaker from Department of Transportation.

Ms. Amin suggested that the effects of homelessness in area safety and quality of life would be a good topic.

It was suggested to request discretionary funds for the event from Council Districts 4 and 5.

## **6. COMMITTEE MEMBER REPORTS**

- a. Ms. Amin reported that Jess Carter is no longer offering “Yoga in the Park” due to spending more time in Joshua Tree than here. There are three potential yoga teachers to take over. Ms. Amin inquired whether GWNC would be able to make a monthly contribution to new yoga teachers. Mr. Hoffman replied that GWNC cannot pay directly for various reasons, including liability. Ms. Amin agreed to find out how DLANC was able to offer a similar program with payment to an instructor. Ms. Paige noted that there would need to be a co-sponsor.
- b. Mr. Starr reported further on the June 26 EmpowerLA outreach workshop, and that he had asked EmpowerLA to assist NCs with venue sourcing for events, for example, negotiating directly with LAUSD to get early notification of expected delays in venue approval. Mr. Starr had also asked about translation services, and Mr. Darnell referred him to the Monthly Profiles sent to NC board members.
- c. Mr. Starr reported that he participated with the Community Emergency Response Team at the June 4<sup>th</sup> South Robertson Festival. He said it was a great community event that GWNC should strive to emulate in future years. He encouraged Committee Members to visit SoRoFest.com before the site is taken down.
- d. Ms. Amin reported that she attended Movie Night, put on by Mid City West Community Council, which had a number of “sponsors” from Whole Foods, to blanket sponsors and the sponsor of the movie itself. There was discussion of the permitted uses of sponsors for NC events.

## **7. COMMITTEE MEMBER COMMENTS OR ANNOUNCEMENTS**

- a. Mr. Starr asked Ms. Paige if she would send monthly meeting reminders to Committee Members and to request any additions to the monthly agenda as was done by the previous chair, to which she agreed.
- b. The next meeting will be Saturday, August 4, 2018 at 9:00 am at Bricks and Scones.

## **8. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS**

- a. Only those stated previously.

## **9. MEETING ADJOURNED AT 10:45AM.**

**PUBLIC ACCESS OF RECORDS** -- In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website at <http://www.greaterwilshire.org> or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact [info@greaterwilshire.org](mailto:info@greaterwilshire.org) or (323) 539-GWNC (4962).

**RECONSIDERATION AND GRIEVANCE PROCESS** – For information on the GWNC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the GWNC Bylaws. The bylaws are available at our Board meetings and on our website at <http://www.greaterwilshire.org>

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE AVISAR AL CONCEJO VECINAL 3 DIAS DE TRABAJO (72 HORAS) ANTES DEL EVENTO. POR FAVOR CONTACTE AL SECRETARIO DE LA MESA, AL (323) 539-GWNC (4962) O [INFO@GREATERWILSHIRE.ORG](mailto:INFO@GREATERWILSHIRE.ORG)