

CITY OF LOS ANGELES
CALIFORNIA



*GREATER WILSHIRE
NEIGHBORHOOD COUNCIL*

Outreach Committee
Saturday, January 30, 2016, 9:00 a.m.
Approved by the committee on April 30, 2016

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:**

Call to order (Fred Mariscal)

Committee members in attendance: Fred Mariscal, Joe Hoffman, Colette Amin, Patricia Carroll

Self-introduction of guests: Patty Lombard, Diane Dicksteen, Ivan Spiegel, Independent Election Administrator (IEA)

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

3. **ADMINISTRATIVE ITEMS (Discussion and Action)**

- a. **Review and adoption of:** January 2, 2015 minutes. No quorum so no vote was taken. Minutes were adopted with corrections at 10:02 a.m. after Patricia Carroll arrived making a quorum.

4. **OLD BUSINESS**

- a. **Larchmont Ledger Advertising (Discussion/Possible Action).** No action needed. The ad is running for one more month.
- b. **Citizen Recognition Awards (Discussion/Possible Action)** Nominations. Doris Tucker, a 20-year volunteer at Wilshire Crest Elementary school, submitted by Liz Fuller. After discussion, the committee approved a motion to recommend to the GWNC Board that a Citizen Recognition Award be presented to Doris Tucker in April. Diane Dicksteen will be recognized in March
- c. **LAHSA January 26th Homeless Count:** Review of count. Joe Hoffman said he appreciated the diverse, dedicated group of volunteers who helped with the homeless county this past Thursday. They were able to count to all but two tracts in the area. Throughout the county there were 5,000 volunteers who counted nearly 900 census tracts over three days. Hoffman said he was very disappointed the GWNC board did not do more to support the count. Next steps, Hoffman continues represents the GWNC

on the Mid-town Homeless coalition and will continue to work on outreach.

d. GWNC Elections: Outreach Budget, Ad and Updates (Discussion/Possible Action)

Colette Amin reported that news articles have appeared in the Beverly Press and Larchmont Buzz. There is an ad in Larchmont Ledger. The Korean Youth Community Center has information on the election on their You-Tube. Council Member Ryu sent out a notice about all the neighborhood council elections. Ads are running in the Ledger and Larchmont Chronicle.

e. Colette Amin attended a NationBuilder workshop where she had access to all the prospects in the county database of 15,0000 voters who voted in the last election. From that list, 3,966 had email which Colette sent an email. Of those 974 were opened, 11 clicked through, 34 unsubscribed, 50 bounced back, 4 bad emails, 15 spam; She also emailed to a list of 131 who voted in the last GWNC election. Of those, 33 opened, 1 clicked through, 2 bounced back, 26 were bad, 0 into spam. Joe asked Colette to forward the email she sent out.

f. To date, four people have registered as candidates.

g. Patti Carroll arrived at 9:32 a.m. now a quorum is present. Colette ordered 250 flyers and 24 yard signs to be located areas around the edge of the GWNC area. Colette got stands for the yard signs donated by Nederlander. Hoffman said he would remind the board the link is on the front page of the website. Discussion about how to get word about getting candidates to run.

h. Ivan Spiegel, Independent Election Administrator (IEA) said that as of today, there are 33 days left to sign up to run. Best not to wait until the last day since there could be technical glitches. Consider a candidate requirement event. Fred will work on setting up at table at the Farmers market next Sunday. Please let Shirlee know what's going out; her email is admin@greaterwilshire.org. Spiegel suggested a candidate's forum the week before the election, last week in April. Give candidates information to ask them to help doing outreach; consider doing a mixer. Fred is going to research that before the next meeting. Ivan is planning a candidates orientation session a week after the filing closing on the election procedures.

5. NEW BUSINESS

a. Possible co-sponsorship and promotion of Larchmont Buzz community coyote meeting and city wildlife management plan: Patty Lombard invited the outreach committee to join the Larchmont Buzz in sponsoring (no funds will be expended by the GWNC as part of the sponsorship) and promoting the community meeting to be held in February or March to explore creating one or more neighborhood Wild Life Watch program in the GWNC area. Motion was made to cosponsor with the Buzz. Motion was approved.

b. Larchmont Buzz Advertising: Lombard explained the Larchmont Buzz proposal and was excused for the discussion.

6. COMMITTEE MEMBER REPORTS (including discussion and possible action items, if listed.)

7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS

8. Next meeting, February 27, 9:00 a.m.

9. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS

ADJOURNMENT at 10:25am.