

CITY OF LOS ANGELES
CALIFORNIA



*GREATER WILSHIRE
NEIGHBORHOOD COUNCIL*

Outreach Committee
MINUTES
Bricks & Scones
403 N. Larchmont Blvd.
Los Angeles, CA 90004
Saturday, May 30, 2015, 9:00 a.m.
Approved by the Committee 6/27/15

**GREATER WILSHIRE
NEIGHBORHOOD
COUNCIL**

419 N. Larchmont Blvd., #331
Los Angeles, CA 90004

(424) 901-1409

info@greaterwilshire.org

<http://www.greaterwilshire.org>

**Greater Wilshire
Neighborhood Council
Governing Board Members:**

President – Owen Smith
Vice President – James Wolf
Secretary – Jeffrey Carpenter
Treasurer – Patricia Carroll

- Area 1 – Brookside – Owen Smith
Area 2 – Citrus Square – Jeffrey Carpenter
Area 3 – Country Club Heights – Frances McFall
Area 4 – Fremont Place – Patricia Lombard
Area 5 – Hancock Park – James Wolf
Area 6 – La Brea-Hancock – Bill Funderburk
Area 7 – Larchmont Village – Fred Mariscal
Area 8 – Melrose – Dorian Shapiro
Area 9 – Oakwood/Maplewood/St. Andrews – Jason Peers
Area 10 – Ridgewood-Wilton/St. Andrews Square – Patricia Carroll
Area 11 – Sycamore Square – Ann Eggleston
Area 12 – Western-Wilton – Greg Wittmann
Area 13 – Wilshire Park – John Gresham
Area 14 – Windsor Square – Jack Humphreville
Area 15 – Windsor Village – Julie Stromberg
At-Large – Jane Usher
Business – John Winther
Education – Clinton Oie
Other Non-Profit – Daniel Whitley
Religion – Mike Genewick
Renters – Joseph Hoffman

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:** (5 minutes)
 - A. Call to order (Fred Mariscal) at 9:13 a.m.
 - B. Roll call - Committee members present included Fred Mariscal and Joe Hoffman. Patti Carroll arrived later. (No quorum.) GWNC administrator Liz Fuller and stakeholder Cay Chuco were also present. Members absent were Colette Amin, Jane Gilman, Jack Humphreville, Patty Lombard and Barbara Savage
 - C. Self introductions of guests
2. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS** (5 minutes)
3. **ADMINISTRATIVE ITEMS (Discussion and Action)** (5 minutes)
 - A. **Review and adoption of:**

March 28, 2015 minutes - tabled for a lack of quorum.

April 25, 2015 minutes – tabled for lack of quorum.

4. **OLD BUSINESS** (45 minutes)

A. Citizen Recognition Awards (Discussion/Possible Action)

- i. Need new nominations; Liz will add call for suggestions to GWNC agenda. Have not received information on previously suggested candidate Joanne Madeiros. Ms. Fuller suggested longtime Wilshire Crest preschool volunteer Doris Tucker. No votes could be taken due to the lack of a quorum.

B. Neighborhood Walk Events (Discussion/Possible Action)

- i. Sycamore Square repeat (Fuller) Second event went very well; attended by about 17 people. Finding it a valuable tool for publicity and awareness for upcoming HPOZ campaign. Would encourage more neighborhoods to hold such tours.
- ii. Windsor Village (Stromberg) No report.
- iii. Others?

D. Social Events (Discussion/Possible Action) – Discussion and possible action to identify and recommend community social (non-issue-oriented) events the GWNC could sponsor/coordinate to boost name recognition and community involvement (Amin). No report.

E. Update on Larchmont Buzz advertising (Fuller) – Liz showed updated artwork, received suggestions for minor revisions. Liz will make changes and submit to Buzz asap so we can spend the money budgeted and approved in this fiscal year.

F. Update on migration to MailChimp mailing list service (Hoffman/Fuller) Joe said he hopes to be able to do this soon; should be able to use free account.

G. Inquiries about possible meeting speakers:

- i. Fred Pickel (approved at April meeting) (Fuller) With meeting agendas full with budget discussions at the moment, Ms. Fuller suggested holding off on any guest speakers for a couple of months. Others agreed.

H. Budget planning/possible new expenses for FY 2015/2016 (Fuller/Carroll)

Suggested amounts for Outreach items:

- i. Larchmont Chronicle advertising – \$4080.
- ii. Larchmont Buzz advertising - \$1200
- iii. Larchmont Ledger advertising – previously voted to wait a year
- iv. Promotional items (large banner/graphic, yard signs) - \$500
- v. Printing costs for award certificates \$100
- vi. Community forums ??
- vii. Business cards for new members - \$400
- viii. Other?

Liz noted that if we budget \$20,000 for an administrator, as discussed at the last board meeting, and we have \$4000 in fixed costs for meeting spaces, and about \$3,000 in photo copies, that comes to at least \$27,000 just for administrative costs. Outreach items above total \$6180, which just is a total of \$33,180 out of our total \$37,000 budget.

5. **NEW BUSINESS** (5 minutes)

Stakeholder Cay Chuco announced an upcoming fundraising brunch at the Cathedral Chapel of St. Vibiana (on La Brea) to raise money for a water pump for typhoon

survivors in the Philippines.

Patti Carroll described a publicity event she attended for the Great Streets Challenge Grant program. The city is giving out \$10,000 grants for projects that would enhance the Great Streets improvements. She noted that they're really asking the applicants to provide much more than \$10,000 in professional-level planning services for that price, but it could still be an interesting project for someone in our area. NCs are not allowed to submit applications, but they can partner with other kinds of applicants. Ms. Carroll suggested discussing it with members of our GWNC neighborhood associations closest to Western Ave. (the "Great Street" in our area). There was also some discussion of whether this effort might be putting carts before horses, since more basic fixes like streets and sidewalks would be necessary before fancier items like shade sails are considered.

Ms. Carroll also expressed concern over the old issue of Koreatown borders (and making sure they stop at Western Ave.), and said she would talk to GWNC Board Member Jane User about putting together a GWNC statement or position paper on the issue.

6. COMMITTEE MEMBER REPORTS (including discussion and possible action items, if listed): (10 minutes)

- A. **Update on Neighborhood "Top 10 Priorities" Lists (Hoffman)** No report.
- B. **Update on Larchmont Blvd. Zoning Outreach/Conversation (Lombard)**
No report.

6. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (5 minutes)

- A. **Next meeting, Saturday, June 27, 9:00 a.m.**

7. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS (5 minutes)

8. ADJOURNMENT at 10:32 a.m.

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the Chairperson.

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- Our website (<http://www.greaterwilshire.org>)
- Our Facebook page (<http://www.facebook.com/greaterwilshireneighborhoodcouncil>)
- Our Twitter feed (<http://www.twitter.com/greaterwilshire>)
- NextDoor.com
- The community bulletin board at the Bricks & Scones Café, 403 N. Larchmont Blvd., 90004

- Via e-mail (send a subscription request to admin@greaterwilshire.org)
- Via the L.A. City Early Notification System at <http://www.lacity.org/government/subscriptions/neighborhoodcouncils/index.htm>

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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>

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