

Greater Wilshire Neighborhood Council



Outreach Committee Meeting
MINUTES
Bricks & Scones
403 N. Larchmont Blvd.
Saturday, January 25, 2014, 9:00 a.m.
Approved by the Committee, 11/29/14

1. Call to Order

A duly noticed meeting of the Greater Wilshire Neighborhood Council's ("GWNC's") Outreach Committee was held on Saturday, January 25, 2014, at the Bricks & Scones Café, 403 N. Larchmont Blvd., Los Angeles. Committee Chair Fred Mariscal called the meeting to order at 9:11 a.m.

2. Roll Call & Approval of Minutes

Secretary Patty Lombard called the roll. Committee members Patty Lombard, Patti Carroll, Fred Mariscal, and Barbara Savage were present. (Four of the seven committee members constitutes a quorum, so the committee could take binding votes.) Guests included Jay Handal (DONE), GWNC Board Member John Gresham, and stakeholders Elizabeth Fuller, Diane Dickstein, and Joe Heron. Committee members absent: Jane Gilman, Dan Whitley and Jason Peers.

Ms. Lombard presented the minutes from the December 28 Committee meeting.

MOTION (by Ms. Savage, seconded by Mr. Mariscal): That the minutes of the December 28, Outreach Committee meeting be approved as written.

MOTION PASSED by a voice vote.

3. Election Outreach

Ms. Savage presented the flyers, table tents, and door hangers recently printed for our candidate registration period. They are ready for Ms. Lombard and Mr. Mariscal to distribute at Sunday's Larchmont Farmer's Market registration event. Flyers will be also distributed by homeowners associations to reach people who are interested in running for office. Ms. Savage and Ms. Fuller will contact the five board members who represent areas that don't have active associations to see if they need help distributing materials.

We cannot reserve space for our Candidate Forum at the Methodist Church until DONE pays our overdue bills for meeting space rental there. Mr. Handal said he would address the issue immediately.

Ms. Fuller said she will send out candidate registration notices via email blasts, Next Door, Facebook, Twitter, etc.

4. Old Business

A. Citizen Recognition Awards:

Ms. Lombard said she would notify previously-selected honoree Steve Martinez (principal of John Burroughs Middle School) to see if he can attend the February Board meeting to be presented with his award.

Committee members discussed other possible nominees for future awards.

MOTION (by Ms. Carroll, seconded by Ms. Savage): That Rose Bowl float designer (and Windsor Square resident) Raul Rodriguez be our next honoree.

MOTION PASSED: by a voice vote.

B. Larchmont Zoning Outreach/Conversation:

Ms. Lombard reported that the Larchmont Business Improvement District (BID) is not available to meet with us, but said she will pursue other options with GWNC Land Use Committee John Kaliski about how to proceed.

C. Bus Bench Advertising:

Ms. Fuller reported that she got details of the NC bus bench advertising program from Martin Outdoor Media (MOM), DONE's approved provider for NC bus bench ads. MOM will put free ads on the empty benches if we provide the artwork. Printing can be done by MOM or a printer selected by the NC. Ms. Fuller said she would get a quote from our printer, Copy USA, for the next meeting.

D. CD 4 Candidate Forum:

Ms. Lombard and Mr. Mariscal said they would help Ms. Savage with this event as the election gets closer.

5. New Business

Mr. Mariscal suggested cleaning up and redeveloping the Larchmont Blvd. corner near the Rite Aid store. Committee members suggested approaching the BID about a joint effort.

6. Committee Member Reports & Comments

There were no committee member reports or comments

7. Public Comments

Ms. Dickstein reported that the Ruskin Art Club building has been sold; buyers say it will be used as a private home.

8. Announcements & Adjournment

Ms. Fuller announced that the GWNC Board will vote on all community funding proposals at its March meeting, so any organization interested in receiving a grant must attend the February meeting to make their presentations.

The next meeting will be held on Saturday, February 22, at 9:00 a.m.

The meeting was adjourned at 10:05 a.m.