

Greater Wilshire Neighborhood Council



Outreach Committee Meeting  
MINUTES, Approved by the Committee July 26, 2014  
Bricks & Scones  
403 N. Larchmont Blvd.  
Saturday, June 28, 2014, 9:00 a.m.

**1. Call to Order**

A duly noticed meeting of the Greater Wilshire Neighborhood Council's ("GWNC's") Outreach Committee was held on Saturday, June 28, 2014, at the Bricks & Scones Café, 403 N. Larchmont Blvd., Los Angeles. Committee Chair Fred Mariscal called the meeting to order at 9:12 a.m. Quorum of members was present.

**2. Roll Call & Approval of Minutes**

Secretary Patty Lombard called the roll. Committee members Patty Lombard, Joe Hoffman, Fred Mariscal, Jane Gilman, Patty Lombard, and Greg Wittman were present. Quorum of members was present. Guests included GWNC Board Member Jack Humphreville, and stakeholder Elizabeth Fuller. Committee members absent: Dan Whitley, Patti Carroll and Jason Peers.

**MOTION** : Ms. Fuller presented the minutes from the April 26 Committee meeting. Mr. Mariscal offered a motion to approve the minutes, seconded by Jane Gilman, the committee voted to approve the minutes.

**MOTION** passed on a voice vote.

**MOTION:** Ms. Lombard read the minutes of the February 22, Outreach Committee meeting. Mr. Mariscal offered a motion to approve the minutes as written, seconded by Joe Hoffman, the committee voted to approve the minutes.

**MOTION** passed on a voice vote.

**3. Old Business**

**A. Citizen Recognition Awards:**

Last month, the committee approved presenting the award to Jocelyn Durate at the June meeting. The committee discussed other nominations include: Lyn Cohen, Margy Hudson, Henrietta Cosentino, Shirlee Taylor Hazlip.

**MOTION:** Patty Lombard offered a motion to honor Lyn Cohn in August, Margy Hudson in September and Henrietta Cosentino in October. Jack Humphreville seconded.

**MOTION** passed on a voice vote.

### **B. Neighborhood Top 10 Priorities Survey Results**

Discussion of issues raised by residents submitted by La Brea/Hancock, Sycamore Square and others. Joe Hoffman offered to collate issues into a format that everyone can review and determine which issues are most important so the committee can develop outreach programs that target these issues. Ms. Fuller will share the list of issues presented by various neighborhood associations to each member of the committee.

### **C. Larchmont Zoning Outreach/Conversation:**

Ms. Lombard reported no action. Joe Hoffman will take Ms. Lombard's survey information into a graphic map including the usage of the buildings on Larchmont. Jane Gilman said requested information on the occupancy permits for the businesses on Larchmont Blvd from Renee Weitzer in councilman LaBonge's office but was told they did not have that information.

### **D. Bus Bench Advertising:**

Ms. Fuller reported that she is still waiting for a quote from our printer, Copy USA, for printing. If we pay to print, the bus bench people will provide space if a bench becomes available. The committee discussed the design.

### **E. Larchmont Buzz Advertising Rates**

Committee would like to get analytics from Buzz before determining if we should recommend purchasing an ad. Buzz reach 10,464 unique visits, 2 minutes average time on the page and 40,000 page views per month. There are 3,000 subscribers.

Buzz Rates:

TOP of the BUZZ: \$400 per month

BIG BOX: \$300 per month

SKY BOX: \$250 per month

BIZ CARD: \$100 per month

SPONSORED POSTS: \$250 per story (and archived on the site forever for long-term searchability)

SPECIAL PACKAGES: Combining a Sponsored Post with Ads are also available.

The Larchmont Chronicle reaches 70,000 people. GWNC currently spends \$340 a month on ad in the Chronicle.

**MOTION:** Patty Lombard made the motion to ask the Buzz for a package rate for a monthly Biz Card ad plus 4 quarterly sponsored posts. Joe Hoffman seconded, motion approved.

**MOTION** passed on a voice vote.

Jack Humphreville spoke about the value of local media as a strength of our community and the importance supporting them with ad revenues and editorial content.

## **5. New Business**

### **A. Western Street Improvement Survey/Visioning Walk (Greg Wittman)**

Greg Wittman is organizing a walkabout with GWNC and Wilshire Center Korea Town NC. Greg is meeting with WCKTNC next week.

**MOTION:** Patty Lombard made the motion that we make this walk an official activity of the GWNC, Jane Gilman seconded. **MOTION** passed on a voice vote.

Jane Gilman suggested we also partner with the WS HP Historical Society to do another walk such as Brookside etc., Committee discussed other walks with other groups. Ms. Gilman said she would bring a formal idea to the next meeting.

### **B. ReCode LA**

Committee discussed participating in these forums. Jack Humphreville suggested we find a person or a firm that can help us represent and explain the issues.

**MOTION:** Patty Lombard offered the motion that we develop a ReCode LA forum for the fall. Jack Humphreville seconded. **MOTION** passed on a voice vote.

Liz Fuller suggested we conduct another forum on Wilshire Blvd for the winter. Patty Lombard suggested we invite Ross Chapin, author of the book Pocket Neighborhoods to speak at a forum at some point. She also suggested inviting someone to speak about courtyard housing since we are seen more request for small lot subdivisions. She offered a motion to plan to two more forums to cover these issues. Several committee members left before the vote, so for this issue here was no quorum; it will be reviewed it at the next meeting.

## **6. Committee Member Reports & Comments**

There were no committee member reports or comments

## **7. Public Comments**

Ms. Fuller said Julie Stromberg, GWNC Transportation Committee Chair, has invited the new metro outreach person to the July GWNC meeting. Questions should be writ-

ten out. Ms. Fuller will send out a note requesting that questions be submitted in advance and she will send to the Metro representative in advance of the meeting.

Ms. Fuller announced there is a presentation on the small lot subdivision ordinance July 15 at Holy Virgin Mary Cathedral in Silverlake, she has posted information on our Facebook page.

Committee decided to table request for a Big Draw LA public drawing workshop in our area.

## **8. Announcements & Adjournment**

The next meeting will be held on Saturday, July 26 at 9:00 a.m.  
The meeting was adjourned at 10:31 a.m.