



Greater Wilshire Neighborhood Council Outreach Committee

Saturday, June 2, 2018, 9:00 a.m.

MINUTES

Approved by the Committee on September 7, 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 member Max Kirkham called the meeting to order at 9:09am.
- b. **In attendance:** Committee member Conrad Starr and GWNC Shirlee Fuqua were also present. Absent were Committee Chair, Tess Paige; and Committee members Joe Hoffman, Patti Carroll, Colette Amin, and Tucker Carney. A quorum was NOT present.

2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

No public comment made at this time.

3. ADMINISTRATIVE ITEMS

- a. **Review and adoption of minutes:** draft minutes of the March 3, 2018 Committee meeting were not made available to the Committee for review. Draft minutes of the April 7, 2018 and May 5, 2018 minutes were made available for review, but no vote was taken due to the lack of a quorum. Corrections to the April 7th minutes were suggested by Ms. Fuqua.

4. OLD BUSINESS

- a. **Soft Story Emergency Prep Townhall Event July 11**

Finalize guest speakers and Door Hanger Design

Mr. Kirkham noted that Committee Chair, Tess Paige, had sent an email on June 1st asking for assistance with various tasks associated with the town hall. Mr. Starr stated that he would decide the scope of his participation once a project plan was agreed by and shared with the Committee.

Mr. Starr said it was important to notify his contacts from the canceled April 7th event if the Committee intended to involve their organizations in the upcoming town hall, citing as an example the Apartment Association of Greater Los Angeles. He further stated that there were several seismic companies who had offered to participate in the April event, and that the Committee would need to choose the best pick based on the other speakers in the program.

There was a discussion of the importance of notifying all Committee members whenever there were project work meetings to execute on decisions made by the Committee.

- b. **Citizen Recognition Program**

No discussion took place.

5. NEW BUSINESS

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

There was discussion of whether to pay a service to distribute door hangers or to rely on the

efforts of the Committee members. Mr. Starr noted that the question could be answered if the ready date for the flyers were known, so Committee members could determine any schedule conflicts.

Ms. Fuqua said that she had received quotations from two companies for flyer distribution—Walking Man and Direct Door. Mr. Starr proposed that the Committee consider hiring a company to distribute flyers in areas where GWNC is more likely to be familiar to the residents, and that Committee members should distribute flyers in areas along GWNC’s eastern border to enhance general outreach.

Mr. Starr noted his preference to refer to these areas as “under-engaged” and not “underrepresented” since the real challenge is engagement, not representation. Mr. Kirkham agreed.

Mr. Kirkham and Ms. Fuqua discussed the importance of a giveaway or other incentive to attend the town hall. Mr. Starr noted that he had received a box from the California Earthquake Authority with brochures on earthquake insurance, and with sample packs of “Quake Putty” – Mr. Kirkham said this would be a fun giveaway.

Mr. Starr also expressed the importance of a holistic marketing campaign that includes social and email marketing, boosted marketing by GWNC board members and area homeowners’ and neighborhood associations, as well as door hangers, and by failing to look at the big picture we might miss opportunities to get the attention of stakeholders.

6. COMMITTEE MEMBER REPORTS

- a. Mr. Starr reported that he attended the May 30th “Open Data Community Training” put on by Empower LA, and that the tools they introduced could be useful for the types of outreach sought by GWNC, for example, the ability to search for all schools or businesses (by type) within the GWNC boundaries.
- b. Mr. Starr reported that he had attended the May 26th Neighborhood Council Emergency Preparedness Alliance (NCEPA) meeting with the Mayor’s Chief Resilience Officer, Marissa Aho as guest presenter. He noted that NCEPA members had tough questions regarding the Resilient Los Angeles initiative, and that the conversation was heated at times.
- c. Mr. Starr reported that he participated with the Community Emergency Response Team in providing volunteer patrolling and first aid at the May 12th Mid City Arts and Music Festival. He said it was a great community event that GWNC should strive to emulate in future years.

7. COMMITTEE MEMBER COMMENTS OR ANNOUNCEMENTS

- a. The next meeting will be Saturday, July 7, 2018 at 9:00 am at Bricks and Scones.

8. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS

- a. None at this time.

9. MEETING ADJOURNED AT 10:16AM.

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 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