

CITY OF LOS ANGELES
CALIFORNIA



**GREATER WILSHIRE
NEIGHBORHOOD COUNCIL**

Outreach Committee

Agenda

Bricks & Scones

403 N. Larchmont Blvd.

Los Angeles, CA 90004

Saturday, July 6th, 2019, 9:00 a.m.

**GREATER WILSHIRE
NEIGHBORHOOD COUNCIL**

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

(323) 539-GWNC (4962)

info@greaterwilshire.org

www.greaterwilshire.org

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

President – Caroline Labiner Moser
Vice President – Max Kirkham
Secretary – Julie Stromberg
Treasurer – Patricia Carroll

Area 1 – Brookside: Owen Smith
Area 2 – Citrus Square: Jeffry Carpenter
Area 3 – Country Club Heights: Brian Donahoe
Area 4 – Fremont Place: Bobbie Kumetz
Area 5 – Hancock Park: Jennifer DeVore
Area 6 – La Brea-Hancock: Tammy Rosato
Area 7 – Larchmont Village: Charles D’Atri
Area 8 – Melrose: Philip Farha
Area 9 – Oakwood/Maplewood/St. Andrews:
Max Kirkham
Area 10 – Ridgewood-Wilton/St. Andrews
Square: Patricia Carroll
Area 11 – Sycamore Square: Conrad Starr
Area 12 – Western-Wilton: Erica Gutierrez
Area 13 – Wilshire Park: John Gresham
Area 14 – Windsor Square: Caroline Labiner
Moser
Area 15 – Windsor Village: Julie Stromberg
At-Large: Karen Gilman
Business: John Winther
Education: Scott Appel
Other Non-Profit: Tucker Carney
Religion: Mike Genewick
Renters: Hayden Conner Ashworth

** Metered street parking and
inverted-u bicycle racks
available on Larchmont Blvd.*

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 elected 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 (Max Kirkham)
- B. Roll Call
- C. Self-introduction of guests

2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS (5 minutes)

3. ADMINISTRATIVE ITEMS (Discussion and Action) (10 minutes)

A. Committee Leadership and Roster

At a duly noticed meeting of the Greater Wilshire Neighborhood Council on June 12, 2019, the board voted to ratify the GWNC Outreach Committee’s selection of Max Kirkham as its chairperson. At that same meeting, the board also voted to ratify Tammy Rosato, Colette Amin, Tucker Carney, Hayden Conner Ashworth, Kiersten Stanley, Patricia Carroll, and Max Kirkham as current committee membership.

B. Committee Stakeholder Members Ethics Requirement.

On July 8, 2016, the GWNC Board established a new policy and procedure whereby GWNC stakeholders serving on GWNC standing committees are required to take the same Ethics training GWNC Board Members and Alternates are required to take (Item IV(c)).

- i. **Discussion** of process of reporting ethics training completion and deadline for completion.

C. Review and adoption of outstanding minutes for the following dates:

- i. December 1, 2018

- ii. February 2, 2019
- iii. April 6, 2019
- iv. May 4, 2019
- v. June 1, 2019

4. OLD BUSINESS (Discussion and Possible Action) (15 minutes)

A. Citizen Recognition Program

The GWNC awards community members for their service, dedication and/or commitment to enhancing and/or improving the Greater Wilshire neighborhood. Committee accepts nominations year-round. Let us know who we can honor at <http://greaterwilshire.org/citizen-recognition-program/>

- i. **Nomination Received** on 07/01/2019 from GWNC Board Secretary Julie Stromberg for the Marciano Art Foundation.

B. Yoga in the Park (Colette Amin)

The instructor of GWNC's Yoga in the Park will present with updates on the class.

- i. **Discussion and Possible Action** to order new event banners.
Final motion may include financial appropriation of up to \$300.
- ii. **Discussion** on appropriation of stipend for instructor
Possible motion recommendation for inclusion on the August 3, 2019 GWNC Outreach Committee meeting agenda.

5. NEW BUSINESS (Discussion and Possible Action) (30 minutes)

A. Discussion on GWNC Advertising Budget and Allocation

Review of current GWNC advertising budget, as approved at the June 12, 2019 GWNC Board Meeting, and discussion on ways to optimize board use of those funds. To include discussion on current, ongoing, advertising buys and their effectiveness; as well as how the GWNC might better allocate funding in future to reach new stakeholders (i.e. non-English speakers).

- i. **Possible motion** for inclusion on the August 3, 2019 GWNC Outreach Committee meeting agenda.

B. Discussion on Standardized Layout for GWNC Outreach Table

To include discussion on specific outreach materials (i.e. informational handouts, GWNC information cards, business cards, pens, etc.) to include at every event and ways to adapt for different events.

- i. **Possible Motion** to appropriate up to \$500 for outreach materials. [note: specific language for a motion to appropriate funds will be subject to discussion and clarification in agenda item 5B. Final motion will not include a request for more than the above stated amount of up to \$500]

C. Congress of Neighborhoods (Colette Amin)

The annual Congress of Neighborhoods event will take place at City Hall on September 28th, 2019. Previously, the GWNC Board voted to allocate \$500 for the Congress of Neighborhoods at its meeting on May 8th, 2019. Discussion on raising that allocation to \$1000.

- i. **Possible Motion:** That the GWNC Outreach Committee recommend that the GWNC Board allocate an additional \$500 for the annual Congress of Neighborhoods, to be held on September 28, 2019.

6. COMMITTEE MEMBER REPORTS (5 minutes)

7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (5 minutes)

A. **Next GWNC Outreach Committee Meeting** will be held at 9:00am on August 3, 2019 at Bricks & Scones, 403 N. Larchmont Blvd, Los Angeles, CA 90004.

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

A. **Discussion and Possible Action** to recommend a redesign of GWNC branding.

9. ADJOURNMENT

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

Items in italics above were unconfirmed at the time of publishing and may be tabled until a later meeting.

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a “Speaker Card” to address the Committee on any agenda item before the Committee takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered.

Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

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- Our Facebook page (<http://www.facebook.com/greaterwilshireneighborhoodcouncil>)
- Our Twitter feed (<http://www.twitter.com/greaterwilshire>)
- NextDoor.com
- Wilshire Ebell Theatre Exterior Display Case – 4401 W. 8th Street, Los Angeles, CA 90005
- Via e-mail (send a subscription request to admin@greaterwilshire.org or subscribe at www.greaterwilshire.org)
- Via the L.A. City Early Notification System at <https://www.lacity.org/your-government/government-information/subscribe-other-meetings-agendas-and-documents/neighborhood-councils>.

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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/>

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) 539-4962 O INFO@GREATERWILSHIRE.ORG.