

CITY OF LOS ANGELES
CALIFORNIA



**GREATER WILSHIRE
NEIGHBORHOOD COUNCIL**

Outreach Committee

Agenda

Bricks & Scones

403 N. Larchmont Blvd.

Los Angeles, CA 90004

Saturday, August 3rd, 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: Jeffrey 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)** **(5 minutes)**
 - A. **Review and adoption** of minutes from July 6th, 2019 meeting
 - B. **Update on GWNC Board action** taken on items included in the Outreach Committee section of the July 10, 2019 GWNC Board meeting.
- 4. OLD BUSINESS (Discussion and Possible Action)** **(35 minutes)**
 - A. **Discussion on GWNC Advertising Budget and Allocation** (Discussion and Possible Action)
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; how the GWNC might better allocate funding in future to reach new stakeholders (i.e. non-English speakers); and how the GWNC might better design its advertising to be more effective at engaging its target audiences.
 - i. **Possible Motion** to allocate funding approved at the June 12, 2019 GWNC Board Meeting to specific publications who serve the Greater Wilshire Neighborhood Council Area. [note: specific language for a motion to appropriate funds will be subject to discussion and clarification in agenda item 4B. Final motion may include a combined allocation of up to \$698.00 a month, as approved by the GWNC Board for monthly

advertising at its June 12, 2019 meeting.]

B. 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/>

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

A. Fair Work Week LA (Alice Berliner & Edgar Ortiz)

Presentation by members of the Fair Workweek Coalition on a motion introduced on March 1, 2019 by Councilmembers Price, Wesson, and Koretz entitled Fair Work Week LA.

- i. **Possible Motion:** that the GWNC Outreach Committee recommend to the GWNC Board the submission of a Community Impact Statement (CIS) in support of the council file entitled Fair Work Week LA.

B. Wilshire Community Police Station Open House

The GWNC has been invited to participate in the LAPD Wilshire Community Police station open house, to be held on October 20, 2019 from 12pm – 4pm. A booth has been automatically reserved for the GWNC, but an official RSVP has been requested to confirm.

- i. **Possible Motion:** That the GWNC Outreach Committee recommend that the GWNC Board RSVP for inclusion as a vendor at the 2019 LAPD Wilshire Community Police station open house.

C. Calendar of Community Events

Discussion on the creation and maintenance of a calendar in which to catalogue community events and activities happening in the Greater Wilshire NC area. This calendar would assist the GWNC Outreach committee in identifying opportunities for community engagement and outreach.

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 September 7, 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.
- B. **Ready Your LA Neighborhood** discussion on possible GWNC participation with and hosting of LA Emergency Management Department’s RYLAN program.

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.