



Greater Wilshire Neighborhood Council Outreach Committee

June 1, 2019

Approved by the committee on July 6, 2019

1. **WELCOMING REMARKS:**

A. Call to order

A duly noticed meeting of the Outreach Committee of the Greater Wilshire Neighborhood Council (“GWNC”) was held on Saturday, June 1, 2019 at Bricks and Scones, 403 N. Larchmont Blvd., Los Angeles, CA 90004. Committee member, and GWNC Vice-President, Max Kirkham called the meeting to order at 9:26am.

B. Roll Call

Three of the four Committee Members were present at the Roll Call: Tucker Carney, Colette Amin and Max Kirkham. Patti Carroll was absent at roll call. The GWNC Outreach Committee quorum (the minimum number of Committee Members needing to be present to take binding votes on Agendized Items) is three.

C. Self-Introduction of Guests

GWNC Admin Shirlee Fuqua, GWNC Board Members Conrad Starr, Tammy Rosato, and Hayden Conner Ashworth, and Area 9 resident Kiersten Stanley were also present.

2. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS**

There were no general public comments.

3. **ADMINISTRATIVE ITEMS**

A. Discussion on Committee roster and possible action to add new committee members

MOTION (by Mr. Kirkham, seconded by Ms. Amin) that the GWNC outreach committee appoint Kiersten Stanley and Hayden Conner Ashworth as members.

AMENDMENT to the MOTION (by Mr. Kirkham, seconded by Ms. Amin) to add “Tammy Rosato” to the motion on the table as a new member.

AMENDMENT to the MOTION PASSED unanimously by a hand vote; zero opposed; zero abstained.

AMENDED MOTION PASSED unanimously by a hand vote; zero opposed; zero abstained.

Committee membership increased to 7, quorum is now 4.

Committee member Patti Carroll arrived at 9:36am

- B. Discussion and Possible Election of Committee Leadership
Max Kirkham volunteered to be chair of the GWNC Outreach committee, with the understanding that a new chair would be trained to take over in no less than 6 months to a year's time.

MOTION (by Mr. Carney, seconded by Mrs. Rosato) that the GWNC Outreach Committee appoint Max Kirkham as its chairperson.

MOTION PASSED by hand vote with 5 in favor; zero in opposition; and one in abstention (Mr. Kirkham).

- C. Committee Stakeholder Members Ethics Requirements
Except for Kiersten Stanley, all current GWNC Outreach Committee members are also GWNC Board members and have thus completed the required trainings. Ms. Stanley will complete trainings and send completion certificates to Mr. Kirkham.
- D. Review and adoption of December 1, 2018 minutes
DELAYED
- E. Review and adoption of February 2, 2019 minutes
DELAYED
- F. Review and adoption of April 6, 2019 minutes
DELAYED

4. OLD BUSINESS

- A. Citizen Recognition Program (CRP)
Discussion on CRP agenda language for inclusion on future GWNC Board and Outreach Committee agendas
- B. Metro Purple Line Extension Booth
Committee discussed the execution of the Metro Purple Line Extension Booth and event. Mr. Kirkham thanked Tucker Carney, Kiersten Stanley, Hayden Conner Ashworth, Conrad Starr, and Caroline Labiner Moser for their support in staffing the event.
- C. Anti-Tenant Harassment Ordinance (Hayden Conner Ashworth)
Continued discussion on possible GWNC submission of a community impact statement in support of proposed ordinance.

5. NEW BUSINESS

- A. Yoga in the Park (Colette Amin)
Outreach Committee member Colette Amin gave an update on the current status of the ongoing GWNC Yoga in the Park program. Tina Taylor, the new instructor, was unable to be present; Ms. Amin read an email from her to the committee. Ms. Amin

and Ms. Taylor would like the GWNC to invest in more marketing materials for the program. To include new signs for the fencing around Robert Burns Park. The GWNC had previously provided two signs for the program, one of which has disappeared and the other has proven too small to be effective. Ms. Amin also requested a discussion on a possible stipend for the instructor in future.

ITEM DELAYED until following meeting. No motion made or action taken.

6. COMMITTEE MEMBER REPORTS

7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS

A. Ms. Amin announced that the annual Congress of Neighborhoods event would take place on Saturday, September 28th.

- i. Ms. Amin asked the Outreach Committee to support a motion in future to increase the GWNC contribution to the event from \$500 to \$1000. Noting that Los Angeles City Hall charges around \$7000 for the use of the space for the day.

A. Next meeting, date Saturday, July 6, 2019 at 9:00 am

8. REQUESTS FOR FUTURE AGENDA ITEMS

A. Discussion on Standardized Layout for GWNC Outreach Table (Max Kirkham)
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.

B. Possible GWNC Re-Branding (Tucker Carney)

C. Possible GWNC Event: Movie in the Park (Colette Amin)

D. Discussion on GWNC Advertising (Max Kirkham/Conrad Starr)
Discussion on ways to optimize board use of funds allocated for paid advertising. 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).

9. ADJOURNMENT

The meeting adjourned at 10:47am.

Respectfully Submitted,
Max Kirkham, GWNC Vice President & Outreach Committee Chair

The first paragraph of some Items, Motions/Resolutions and other wording may have been copied from the Agenda. Possibly edited by GWNC. The GWNC Outreach Committee Minutes page is <http://greaterwilshire.org/outreach-committee-agendas-minutes/>