



Greater Wilshire Neighborhood Council Outreach Committee

July 6, 2019

Approved by the committee on September 7, 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, July 6, 2019 at Bricks and Scones, 403 N. Larchmont Blvd., Los Angeles, CA 90004. Committee Chair, and GWNC Vice President, Max Kirkham called the meeting to order at 9:12am.

B. Roll Call

Four of the seven Committee Members were present at the Roll Call: Tammy Rosato, Tucker Carney, Hayden Conner Ashworth, and Max Kirkham. Colette Amin, Patti Carroll, and Kiersten Stanley were 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 four.

C. Self-Introduction of Guests

GWNC Admin Shirlee Fuqua; GWNC Board Members Conrad Starr and Cathy Roberts; Liz Fuller and Patty Lombard from the Larchmont Buzz.

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

There were no general public comments.

3. **ADMINISTRATIVE ITEMS**

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

All committee members, except for Kiersten Stanley, are GWNC Board Members or Alternates and have therefore completed the ethics training as required by the GWNC Board for committee members at its board meeting on July 8, 2016.

C. Review and adoption of Outreach Committee meeting minutes

MOTION (by Mr. Ashworth, seconded by Mr. Carney) that the GWNC outreach committee approve meeting minutes from December 1, 2018, February 2, 2019, May 4, 2019, and June 1, 2019 as presented.

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

- i. **DELAYED** Review and adoption of minutes for the April 6, 2019 GWNC Outreach meeting.

4. OLD BUSINESS

A. Citizen Recognition Program (CRP)

Committee discussed the nomination of the Marciano Art Foundation by GWNC Secretary Julie Stromberg. Committee clarified that, as currently codified, only individuals are eligible to receive Citizen Recognition Awards. Committee will consider redefining criteria to include organizations or the creation of a separate award for organizations.

Committee will request clarification on nomination, to see if there are a number of individuals at the Marciano Art Foundation that can be given a Citizen Recognition Award together.

Committee discussed reaching out to principals and administrators at schools throughout the GWNC area, to recognize and award young stakeholders in the area.

Committee member Patti Carrol arrived at 9:30am

B. Yoga in the Park **TABLED**

Committee member Colette Amin arrived at 9:36am

5. NEW BUSINESS

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).

Committee discussed current GWNC advertising practices and suggested various ways to change and/or enhance them; to include implementing new layouts/designs during special events to better quantify efficacy, creating community service opportunities for high school students to collaborate with the GWNC on new outreach, and placing small dollar ads in local organization bulletins (i.e. houses of worship & residential/homeowner associations).

Committee also discussed ways to advertise without having to spend GWNC resources. Ideas discussed included co-sponsoring local events with GWNC logo

included in media distributed for event and researching why/when other NCs might not have to pay for ad placement in other local media.

Larchmont Buzz Co-Owners (and former GWNC board members) Liz Fuller and Patti Lombard presented on their advertising opportunities. The GWNC currently places monthly advertising on their website. They reminded the committee that many local media outlets, theirs included, depend on community organizations purchasing ad space in their publications to survive. They presented statistics on the various advertising placements and provided the committee with a breakdown of cost for each one. They also provided the committee with many examples of Larchmont Buzz coverage of all GWNC board and committee meetings.

No motion was made or action taken.

B. Discussion on Standardized Layout for GWNC Outreach Table

Committee discussed ways to improve and/or change the way the GWNC presents itself while tabling at community events. Discussion covered possible branded items to give away (i.e. first aid kits, sunscreen, local seed packs, and reusable shopping bags), reaching out to each event organizer to utilize their literature at the GWNC table, placing QR codes prominently that would lead stakeholders to various greaterwilshire.org web pages, and the possible purchase of a digital photo frame to showcase pictures of the GWNC in action at meetings and at community events.

No motion was made or action taken.

C. Congress of Neighborhoods (Colette Amin)

Committee member Colette Amin presented on the Congress. Ms. Amin reported that outreach materials will be available soon. C. Starr, while supporting the value brought to the city by holding the Congress, expressed concern over several aspects of a request for more GWNC funding being directed to the Congress; including a lack of transparency to the organizing process, lack of public outreach to organizations, and a lack of current funding for Neighborhood purpose Grants in the current GWNC budget. Ms. Amin referred the committee to emails distributed at the end of the 2018 Congress, requesting suggestions from participants and noted that there is a window to propose possible workshops.

MOTION (by Mr. Carney, seconded by Mrs. Rosato) 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.

MOTION PASSED by roll call vote with T. Carney, C. Amin, M. Kirkham, T. Rosato, and H. C. Ashworth in favor; zero opposed; and P. Carrol abstaining.

At this point, the committee returned to Old Business, item 4B: Yoga in the Park:

B. Yoga in the Park (Colette Amin)

The instructor of GWNC's Yoga in the Park was unable to make it to provide an update to the committee. Ms. Amin relayed the instructors request for new banners to advertise the event on the fencing around Robert Burns Park on Van Ness Ave and Beverly Blvd.. Ms. Amin also reiterated her desire to pursue a possible stipend for the instructor.

MOTION (by Ms. Amin, seconded by Mr. Ashworth) that the Greater Wilshire Neighborhood Council allocate up to \$300 for new banners for the Yoga in the Park event.

MOTION PASSED by roll call vote with T. Carney, C. Amin, M. Kirkham, P. Carrol, and H. C. Ashworth in favor; T. Rosato opposed; and none abstaining.

6. **COMMITTEE MEMBER REPORTS**

A. GWNC Homelessness Liaison T. Rosato informed the committee that the GWNC website has been updated with new information regarding homelessness and the LAPD. Those webpages can be found at <https://greaterwilshire.org/homeless-services-resources/> and <https://greaterwilshire.org/lapd/> respectively. Mrs. Rosato also informed the committee that there are almost 800 individuals experiencing homelessness in the Greater Wilshire NC area.

7. **COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS**

The 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 FOR FUTURE AGENDA ITEMS**

A. Possible GWNC Re-Branding (Tucker Carney)

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

C. 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 11:16am.

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/>