



Greater Wilshire Neighborhood Council Outreach Committee Discussion Notes

August 3, 2019

Approved by the committee on September 7, 2019

Per the L.A. City Attorney's Office, since no quorum was present, there was no call to order and no Meeting was held; this only was a discussion at which comments were heard. No motions were made or votes taken.

1. **WELCOMING REMARKS:**

A. Call to order

A discussion of the Outreach Committee of the Greater Wilshire Neighborhood Council ("GWNC") was held on Saturday, August 3, 2019 at Bricks and Scones, 403 N. Larchmont Blvd., Los Angeles, CA 90004. Committee Chair, and GWNC Vice President, Max Kirkham began the discussion at 9:27am.

B. Roll Call

Three of the six Committee Members were present at the Roll Call: Tucker Carney, Patti Carrol and Max Kirkham. Colette Amin, Hayden Connor Ashworth, and Tammy Rosato were absent at roll call. Kiersten Stanley resigned on August 1, 2019 by email to the committee chair and thus was not included in the roll call. The GWNC Outreach Committee quorum (the minimum number of Committee Members needing to be present to take binding votes on agendized items) didn't meet 51% of the six filled Committee Seats, or four Members, so at this time the Committee could only take public comments, could not have any official discussions, and could not make any Motions or take any votes.

C. Self-Introduction of Guests

GWNC Admin Shirlee Fuqua; GWNC Board Member Conrad Starr; Patty Lombard and Liz Fuller from the Larchmont Buzz; Ed Folven from the Beverly Press Newspaper; John Wellborne from the Larchmont Chronicle and Windsor Square Neighborhood Association; Alice Berliner from the Southern Coalition of Occupational Safety and Health; Edgar Ortiz from the LA Alliance for a New Economy

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

GWNC Secretary Julie Stromberg submitted comments by phone on the advertising discussion in agenda item 4A. Mrs. Stromberg suggested keeping all current forms of advertising, expanding to include sponsored posts in the Larchmont Buzz and new ads in the Beverly Press. Mrs. Stromberg also suggested looking for alternate placement in the Larchmont Chronicle and to look into appropriating more funding for paid advertising on Facebook.

3. **ADMINISTRATIVE ITEMS**

A. Review and adoption of minutes from July 6th, 2019 meeting

No action was taken because there was no quorum. No Motion was made or vote taken.

- B. Update on GWNC Board action taken on items included in the Outreach Committee section of the July 10, 2019 GWNC Board meeting.

Mr. Kirkham noted that the motion to appropriate up to \$500 for outreach materials was tabled till further notice; the GWNC Board allocated up to \$300 for new Yoga in the Park promotional materials; a motion to allocate an additional \$500 for the annual Congress of Neighborhoods failed to pass.

Item 5A was moved forward in the agenda:

- 5A. **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.

Alice Berliner and Edgar Ortiz presented as outlined above. Presentation focused mainly on the “fight for fair work standards for retail workers in the City of Los Angeles, the second largest group of workers in the city.” Council File number is CF 19-0229. The motion has passed the Economic Development Committee and will soon move to the full LA City Council. Those opposing the motion, including the Chamber of Commerce, have complained their restricted ability to schedule workers under the proposed changes.

No action was taken because there was no quorum. No Motion was made or vote taken.

4. OLD BUSINESS

[The following sub-section first paragraphs are copied from the agenda]

- 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; 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.

Ed Folven, associate-editor of the Beverly Press/Park La Brea News, presented on the paper and its potential benefits to the GWNC. In particular, Mr. Folven noted its hyper-local nature and that the paper is delivered as an insert to the LA Times, with 13-thousand copies delivered from Beverly Hills to Koreatown and Hollywood down to Olympic. Mr. Folven also brought examples of coverage of the GWNC in the paper. A copy of advertising rates was provided to The Committee for its budget review and allocation process.

John Wellborne, Owner & Editor-in-Chief of the Larchmont Chronicle, provided The Committee with materials describing his paper and the advertising opportunities available to the GWNC. In particular he stressed their 63-year history in the community and compared the GWNC map to the coverage map for The Chronicle to show how the two are largely identical; with 22-thousand copies distributed within said coverage area on a monthly basis. He noted, in response to Mrs. Stromberg's question from General Public Comment, that ad placement is determined by context and layout and not how much is spent on the ad.

Liz Fuller and Patti Lombard, Co-Owners and Editors of The Larchmont Buzz as well as former GWNC Board Members, briefly reiterated the presentation made at the July 6, 2019 Outreach Meeting. In particular they noted their growing metrics and fully in color and online presence. Mrs. Fuller and Mrs. Lombard also noted their particular strength in covering the GWNC, citing their former board member status for insight and the fact that they currently cover The Council more than any other publication.

Mr. Starr suggested including new language in advertising copy to invite GWNC Stakeholders to submit advertising opportunities available at schools, houses of worship, and/or community organizations.

No action was taken because there was no quorum. No Motion was made or vote taken.

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/>.

The Committee discussed the possible creation of a separate award for organizations within the GWNC, but decided not to at this time. The Committee previously confirmed that the Citizen Recognition Program would only be given to individuals.

Ms. Carrol nominated GWNC Stakeholder Ginny Kazor, to be agendized for consideration at the September 7, 2019 GWNC Outreach Committee meeting.

Committee will continue discussion of possible redesign of award certificate.

5. NEW BUSINESS

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.

No action was taken because there was no quorum. No Motion was made or vote taken.

Mr. Kirkham noted, however, that he would place a motion to RSVP to the event on the August 14, 2019 GWNC Board meeting.

Ms. Carrol noted the upcoming Larchmont Family Fair would be held on October 27, 2019 and that booth reservation would cost \$350.00. Mr. Kirkham confirmed that he would place a motion to RSVP to the event and allocate necessary funding on the August 14, 2019 GWNC Board meeting as well.

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.

Committee will solicit dates and times of community meetings from GWNC Board Members and Stakeholders. Could possibly create an email submission system. Calendar could be separate from or a part of existing website calendar. This could also present an opportunity for Board Members to present on their areas.

6. COMMITTEE MEMBER REPORTS

- A. GWNC Treasurer Patti Carrol reported that the official budget rollover from last year's budget is \$7358.77. Ms. Carol noted that she would be working on how that funding would be allocated to the current budget and will report at the August 14, 2019 GWNC Board Meeting.

7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS

- A. **The 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 FOR FUTURE AGENDA ITEMS

- 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

Mr. Kirkham ended the discussion at 11:34am.

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/>