



Greater Wilshire Neighborhood Council Outreach Committee

September 7, 2019

Approved by the committee on October 5, 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, September 7, 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 9:05am.

B. Roll Call

Three of the six Committee Members were present at the Roll Call: Tammy Rosato, Hayden Conner Ashworth, and Max Kirkham. Colette Amin, Tucker Carney, and Patti Carroll 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) didn’t meet 51% of the six filled Committee Seats, or 4 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 Alternate Mary Proteau; and GWNC Stakeholder Julia Moser.

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

There were no general public comments.

3. **ADMINISTRATIVE ITEMS**

All items **TABLED** until quorum achieved

4. **OLD BUSINESS**

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

A. GWNC Advertising budget and Allocation

Item **TABLED** until quorum achieved

B. Citizen Recognition Program (CRP)

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. Discussion and Possible Action on nomination of GWNC Stakeholder Ginny Kazor

Item **TABLED** for lack of information on nominee

## 5. NEW BUSINESS

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

Item **TABLED** until quorum achieved

### B. GWNC Outreach Committee Purpose Statement and/or Protocols

Per the GWNC Executive Committee, all GWNC standing committees have been asked to create and/or clarify a statement or document outlining the committee's purpose, mission, and/or protocols for the conducting of their business.

Committee held a wide-ranging discussion on possible language to include in the creation of a set of committee protocols and/or mission statement. To that end, the conversation also focused on clarifying the job and mission of the GWNC Outreach Committee.

*Committee member Patti Carrol arrived at 9:43am. Committee quorum at this meeting was 4. Now the committee could take binding votes on agendized items.*

In general, the Committee discussed that they should provide Board Members opportunities to interact with Stakeholders in meaningful ways... encourage stakeholders to participate in Neighborhood Council activities... create resources on various aspects of city life and resources and act as a conduit to them... grow GWNC contact lists... stay neutral politically... and facilitate communication within the GWNC and with other community and city organizations.

Mr. Kirkham offered to synthesize discussion into a draft document to present at the next Outreach Committee on October 5, 2019 for further discussion and possible action.

No motion was made or action taken.

### C. GWNC Branding

Discussion on GWNC branding and web presence (i.e. website, social media, etc.) for a possible future redesign. This will be an ongoing discussion.

The Committee discussed the GWNC's outward facing branding and digital presence. Discussion did not include proposals to change the logo, but instead on updating user interface and simplifying availability of information. Mr. Ashworth will work on reaching out to other Neighborhood Councils to see what their process was and what their costs were. In future, Committee will discuss a possible

expanded use of social media platforms, as well as a possible GWNC social media policy.

No motion was made or action taken.

*At this point, the committee returned to Section 3: Administrative Items and subsequent, tabled, items.*

### **3. ADMINISTRATIVE ITEMS**

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

**MOTION** (by Mr. Kirkham, seconded by Mrs. Rosato) to adopt the minutes from the July 6, 2019 meeting as presented

**MOTION PASSED** by hand vote with 4 in favor; zero opposed; zero abstained.

#### B. Review and adoption of discussion notes from August 3, 2019 meeting

**MOTION** (by Mr. Kirkham, seconded by Mr. Ashworth) to adopt the discussion notes from the July 6, 2019 meeting as presented

**MOTION PASSED** by hand vote with 4 in favor; zero opposed; zero abstained.

#### C. Review of Committee Roster and possible action to add new members

**MOTION** (by Mr. Kirkham, seconded by Mrs. Rosato) to appoint Julia Moser to the Outreach Committee.

Mr. Kirkham verified that Ms. Moser is currently a resident of Windsor Square and thus qualified for committee membership as a stakeholder in Area 14 of the GWNC.

**MOTION PASSED** by hand vote with 4 in favor; zero opposed; zero abstaining.

*Committee roster updated to reflect 7 members after appointment of Ms. Moser. Minimum quorum needed to take binding action on agenda items remains 4.*

#### D. Update on GWNC Board action taken on items included in the Outreach Committee section of the August 14, 2019 GWNC Board meeting.

At the request of the GWNC Board President, the vote on a community impact statement (CIS) in support of CF-19-0229 (Fair Work Week LA) was delayed until the next meeting.

### **4. OLD BUSINESS**

#### A. GWNC Advertising budget and Allocation

Following a discussion and review of current GWNC advertising budget at both the July 6th & August 3rd Outreach Committee Meetings, the committee will propose allocation of advertising funds for the current fiscal year.

**MOTION** (by Mr. Kirkham, seconded by Mrs. Rosato) that the GWNC Board allocate up to \$4296.00 annually for monthly advertising in the Larchmont Chronicle; to take effect retroactively from July 1, 2019 to include advertising already purchased.

**MOTION PASSED** by roll call vote with T. Rosato, H. C. Ashworth, P. Carrol, and M. Kirkham in favor; none opposed; none abstaining; and J. Moser not eligible.

**MOTION** (by Mr. Kirkham, seconded by Mrs. Rosato) that the GWNC Board allocate up to \$4480.00 annually for monthly advertising in the Larchmont Buzz; to take effect retroactively from July 1, 2019 to include advertising already purchased.

**MOTION PASSED** by roll call vote with T. Rosato, H. C. Ashworth, and M. Kirkham in favor; none opposed; none abstaining; P. Carrol recused; and J. Moser not eligible.

## **5. NEW BUSINESS**

- A. Fair Work Week LA (Alice Berliner & Edgar Ortiz) Members of the Fair Workweek Coalition presented at the August 3, 2019 Outreach Meeting on a motion introduced on March 1, 2019 by Councilmembers Price, Wesson, and Koretz entitled Fair Work Week LA (CF-19-0229)

Mr. Kirkham referred committee members to item 5A in the approved discussion notes from August 3, 2019 for a review of this item.

**MOTION** (by Mr. Ashworth, seconded by Mrs. Rosato) that the GWNC Outreach Committee recommend to the GWNC Board the submission of a Community Impact Statement (CIS) in support of Council File 19- 0229 entitled Fair Work Week LA.

**MOTION PASSED** by hand vote with 3 in favor; 1 opposed; zero abstaining; and 1 not eligible.

## **6. COMMITTEE MEMBER REPORTS**

## **7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS**

- A. 2019 Congress of Neighborhoods  
Registration has opened for the annual Congress of Neighborhoods to be held at LA City Hall on Saturday, September 28, 2019. The event is free and

meals/parking will be provided to those who RSVP. You can register at <https://www.nccongressla.com>.

- B. The Next GWNC Outreach Committee Meeting will be held at 9:30am on October 5, 2019 at Bricks & Scones, 403 N. Larchmont Blvd, Los Angeles, CA 90004.

Mr. Kirkham announced that Committee start time would move to 9:30am going forward.

## **8. REQUESTS FOR FUTURE AGENDA ITEMS**

- A. Ready Your LA Neighborhood  
Discussion on possible GWNC participation with and hosting of LA Emergency Management Department's RYLAN program.

## **9. UPCOMING GWNC OUTREACH EVENTS**

- A. Sycamore Square Neighborhood Association Annual Meeting  
September 22, 2019, 2 – 5pm (*Tentative*)
- B. Wilshire Community Police Station Open House  
October 20, 2019 12 – 4pm
- C. Larchmont Family Fair  
October 27, 2019, 12 – 5:30pm

## **10. ADJOURNMENT**

The meeting adjourned at 10:52am.

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/>*