



Greater Wilshire Neighborhood Council Outreach Committee
August 15, 2020
Approved by the committee on September 5, 2020.

1. WELCOMING REMARKS:

A. Call to order

A duly noticed special meeting of the Outreach Committee of the Greater Wilshire Neighborhood Council (“GWNC”) was held on Saturday, August 15, 2020. In conformity with Governor Newsom’s Executive Order N-29-20 (March 17, 2020), and due to concerns over COVID-19, the meeting was conducted entirely telephonically and over Zoom. Committee Chair Hayden Conner Ashworth called the meeting to order at 9:36am.

B. Roll Call

Committee Member	Present	Absent
Colette Amin		X
Hayden Conner Ashworth	X	
Tucker Carney	X	
Patricia Carroll	X	
Max Kirkham	X	
Julia Moser		X
Joe Suh	X	

The GWNC Outreach Committee quorum (the minimum number of Committee Members needing to be present to take binding votes on agendized items) is 51% of the seven filled Committee Seats, or 4 members.

2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Those connecting by telephone who wish to make a general public comment are asked to dial *9, when prompted by the chairperson, to address the Committee. Time may be limited to 2 minutes per speaker at the discretion of the chairperson.

None Given.

3. OLD BUSINESS

A. GWNC Advertising and Alternative Paid Outreach Strategies

Discussion and Possible Motions on existing GWNC advertisements, including metrics, design, and funding allocations.

- i. Possible Motions may include re-allocation of up to \$6000 in funds approved in the GWNC budget for FY20-21 (not including those funds already spent).

Public Comment: Liz Fuller and Patty Lombard from the Larchmont Buzz presented the Committee with a proposed ad-buy for the remainder of the fiscal year... John Wellborne from the Larchmont Chronicle noted that the GWNC had been paying the “non-profit” rate for advertising and, as such, pricing was as low as it could be. All three parties were present and available for Committee questions and discussions throughout.

Committee Discussion: Committee discussed GWNC demographics and which methods might best reach the widest number of people with limited funds... remembering those without access to the internet as well as the GWNC Bylaws which mandate printed advertising of meeting times bi-monthly... Mr. Tucker suggested a future change to remove that mandate, take all advertising digital... Committee will begin asking for metrics on advertising, as available... going forward, digital advertising should take precedence... outreach has been done to the LA Times, Korean Times, and Park La Brea / Beverly Press... Mr. Kirkham noted that it would be helpful to focus advertising to those areas that don't have homeowners' associations... might reach more people who haven't been reached before... Committee will ask HOAs to step in an help with outreach through established networks... Committee will submit an ad for one-sixth of a page in the Larchmont Chronicle for September, instead of the normal one-quarter page. Ad will focus on Civics 101 event on August 26, 2020.

Motion: (by Mr. Kirkham, seconded by Mr. Ashworth) That the GWNC Outreach Committee Recommend that the GWNC Board Allocate \$716 in funding for the Larchmont Chronicle, to be spent every other month on 1/8th page advertising at \$188; \$1800 for the Larchmont Buzz to be spent on 4 “biz card” ads at \$150 each and 4 “big box” ads at \$300 each. The remaining \$2,252 will be allocated to digital, print and/or social media advertising and special event advertising in the Larchmont Buzz, Larchmont Chronicle, Facebook, Instagram, and/or Google. All advertisers will be required to provide monthly metrics to be included in the public documents at regular Outreach Committee and Board meetings.

Motion PASSED by roll call vote with 4 in favor; 1 opposed; and zero abstaining.

VOTE	Mover	Kirkham	Second	Ashworth
Committee Member	Ayes	Nays	Abstain	Absent
Colette Amin				X
Hayden Conner Ashworth	X			
Tucker Carney	X			

Patricia Carroll		X		
Max Kirkham	X			
Julia Moser				X
Joe Suh	X			

Motion: (by Mr. Kirkham, seconded by Mr. Suh) That the GWNC Outreach Committee Recommend that the GWNC Board empower the Outreach Committee to approve new advertising allocations from existing Board-approved advertising budget.

Motion PASSED by roll call vote with 4 in favor; 1 opposed; and zero abstaining.

VOTE	Mover	Kirkham	Second	Suh
Committee Member	Ayes	Nays	Abstain	Absent
Colette Amin				X
Hayden Conner Ashworth	X			
Tucker Carney	X			
Patricia Carroll		X		
Max Kirkham	X			
Julia Moser				X
Joe Suh	X			

Motion: (by Mr. Kirkham, seconded by Ms. Carroll) That the GWNC Outreach Committee Recommend that GWNC Board allocate \$1500 from FY19-20 rollover funds to the advertising budget, to be used for advertising in the Larchmont Buzz, Larchmont Chronicle, Facebook, Instagram, and/or Google.

Motion PASSED by roll call vote with 5 in favor; zero opposed; and zero abstaining.

VOTE	Mover	Kirkham	Second	Carroll
Committee Member	Ayes	Nays	Abstain	Absent
Colette Amin				X
Hayden Conner Ashworth	X			
Tucker Carney	X			
Patricia Carroll	X			
Max Kirkham	X			
Julia Moser				X
Joe Suh	X			

Motion: (by Mr. Kirkham, seconded by Mr. Carney) That the GWNC Outreach Committee Recommend that GWNC Board officially ask all board members and community stakeholder groups in the GWNC to report to the Outreach Committee with metrics and information regarding the extent of their Outreach networks and also to actively and regularly use said outreach networks with the goal of increasing GWNC

visibility among those groups and encouraging increased participation in all board events, meetings, and elections.

Motion PASSED by roll call vote with 5 in favor; zero opposed; and zero abstaining.

VOTE	Mover	Kirkham	Second	Carney
Committee Member	Ayes	Nays	Abstain	Absent
Colette Amin				X
Hayden Conner Ashworth	X			
Tucker Carney	X			
Patricia Carroll	X			
Max Kirkham	X			
Julia Moser				X
Joe Suh	X			

4. REQUESTS FOR FUTURE AGENDA ITEMS

5. UPCOMING GWNC OUTREACH EVENTS AND MEETINGS

- A. Next GWNC Outreach Committee Meeting will be held at 9:30am on September 5, 2020.

6. ADJOURNMENT

The meeting adjourned at 12:59pm.

Respectfully Submitted,

Max Kirkham, GWNC Vice President and Outreach Committee Member

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/>.