CITY OF LOS ANGELES
CALIFORNIA

Greater Wilshire Neighborhood Council
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Area 11 - Sycamore Square: Conrad Starr
Area 12 - Western-Wilton: Juan Portillo Jr.
Area 13 - Wilshire Park: Michael Duggan
Area 14 - Windsor Square: Gary Gilbert
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At Large: Brian Curran
Renter: Bailey Benningfield
Business: John Winther
Education: Scott Appel
Religion: Mike Genewick
Other Nonprofit: Cindy Chvatal-Keane

GREATER WILSHIRE NEIGHBORHOOD COUNCIL

Outreach Committee Meeting
Agenda (Virtual)
Saturday, June 5, 2021, 9:30 a.m.
WEB: https://zoom.us/j/98276791581
PHONE: dial (669) 900-6833 or (877) 853-5257 (toll-free), enter webinar ID 982 7679 1581, then press #
Supporting documents will be made available at www.greaterwilshire.org/OCdocs/

GWNC Outreach Committee:
Colette Amin (Chair) (Area 14)
Raphie Cantor (Area 7)
Tucker Carney (Area 13)
Patricia Carroll (Area 10)
Brian Curran (Area 14)
Gary Gilbert (Area 14)
Caroline Labiner Moser (Area 14)
Julia Moser (Area 14)
Juan Portillo (Area 12)
Joe Suh (At-Large)
Committee Vacancies: Multiple

Direct Committee Inquiries to:
(323) 539-GWNC (4962)
outreach@greaterwilshire.org
outreachsecretary@greaterwilshire.org

월셔 광역주민의회
아웃리치 위원회
정기회의 의제

Concejo Vecinal de Greater Wilshire - Comité de difusión - Agenda de reunión ordinaria

The Neighborhood Council system enables civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an elected advisory body to the City of Los Angeles, made up of volunteer stakeholders who are devoted to the mission of improving our communities and bringing government closer to us.

I. **WELCOMING REMARKS** 환영 연설 ***Comentarios de bienvenida***
   A. Call to Order (Colette Amin, Acting Chair)
   B. Roll Call

II. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS**
의제 비포함 안건에 대한 일반 공중 언급
Comentario público general sobre temas no incluidos en la agenda
When prompted by the chairperson, those wishing to make a general public comment are asked to dial *9 (if connecting by phone) or press the "raise hand" button (if using the Zoom app). Time is limited to 2 minutes per speaker at the discretion of the chairperson.

III. **ADMINISTRATIVE ITEMS** 집행부 안건 ***Temas administrativos*** **(10 minutes)**
(Discussion and Possible Action)
   A. **Committee Membership**
      i. Introductions of new and proposed committee members
   B. **Outreach Committee Chair**
      Per Committee Protocols: "The Committee shall elect a Chairperson after each regular, biennial, election of the board of the GWNC. The Chairperson shall be elected from among the members of The Committee, shall have been a member of The Committee for no less than one (1) year prior to their election and shall be a Member or Alternate Member of The Board, unless otherwise provided for by a two-thirds vote of The Committee."

C. **Review and Update of Outreach Committee Protocols and Procedures**
At a duly noticed meeting on March 10, 2021, the GWNC Board adopted new rules for standing committees. Accordingly, the Outreach Committee Protocols and Procedures need to be updated to align the documents. (*see Protocols and Procedures in our google docs*)

D. **Review and Adoption of Minutes** from May 1st, 2021 meeting.

E. **Review and Adoption of Minutes** from April 3rd, 2021 meeting.

F. **Review and Adoption of Minutes** from March 6th, 2021 meeting

G. **Review and Discussion** of the Outreach Committee's Social Media infrastructure and how more assistance can be provided to the current liaison.

IV. **OLD BUSINESS** 기존 사업 ***Asuntos antiguos*** (Discussion and Possible Action) **(5 minutes)**

A. **COVID-19/NOVEL Coronavirus**
Discussion and Review of GWNC response to the ongoing pandemic.

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. The Committee accepts nominations year-round. Let us know whom we can honor at http://greaterwilshire.org/citizen-recognition-program/.

V. **NEW BUSINESS** 신규 사업 ***Asuntos nuevos*** (Discussion and Possible Action) **(35 minutes)**

A. **Discussion on GWNC Advertising Budget and Allocation**
Review of current GWNC advertising budget, as approved at the May 12, 2021 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 (e.g. non-English speakers).

i. **Possible Motion** to allocate funding approved at the May 12, 2021 GWNC Board Meeting to specific publications who serve the Greater Wilshire Neighborhood Council Area, and to recommend specific ad purchases from those publications. [note: final motion may include a combined allocation of up to $350.00 a month, as approved by the GWNC Board for monthly GWNC Outreach advertising at its May 12, 2021 meeting.

B. **Stakeholder and Board Member Feedback on Virtual Meetings and Possible Hybrid Meetings**
GWNC President has asked the Outreach Committee to consider planning a survey to collect stakeholder and board member feedback around what worked and did not work during the 2020-2021 period of virtual meetings; and whether stakeholders would be likely to attend in-person meetings following the end of emergency orders; and their views of hybrid meetings that would allow for in-person and remote participation. GWNC Data Liaisons have access to ArcGIS survey tools and could work with the Outreach Committee to design a survey. Results and recommendations could be shared with the General Board which could consider sharing its official position and recommendations with the Board of Neighborhood Commissioners (commission@empowerla.org).

C. **Motion:** That the GWNC Outreach Committee recommends that the GWNC Board—in furtherance of Article VIII of the GWNC Bylaws, which state: "Meetings of the Board of Directors shall be open and public to permit the most Stakeholders to participate, as far as possible, in the conduct of business, deliberation, and the decision-making process"—continue existing live digital and telephonic access (i.e., Zoom) to all GWNC Board and Committee meetings when in-person meetings and activities safely resume. (JOE SUH)

D. **Promotion of GWNC Board and Committee Meetings and Subject Matter**
   i. **Possible motion:** to designate members of the Outreach Committee to review GWNC board and GWNC committee agendas and promote topics to stakeholders and stakeholder groups to encourage participation and ensure stakeholders are properly informed.

E. **Standing Advertising Commitments**
   i. Larchmont Chronicle

   Monthly advertisement is due on the 2nd Friday of every month (earlier in November and December). By the preceding Monday, the committee shares a draft advertisement with the Board Officers for approval.
      a. Motion: to designate an Outreach Committee member to manage Larchmont Chronicle deadlines and commitments.
   ii. Larchmont Buzz
      a. Motion: to designate an Outreach Committee member to manage Larchmont Buzz advertising commitments.
   iii. Discussion of other potential advertising outlets (print, online, local schools, facebook etc)

F. **Motion**: the GWNC Outreach Committee recommend that the GWNC Board of Directors proclaim June 2021 as LGBTQ+ Pride Month, and call upon all to observe the LGBTQ+ movement for equal rights and equal opportunities and by standing in solidarity with the LGBTQ+ community. (Juan Portillo)

G. **TOC Town Hall** - Discussion of methods to reach out to constituents of the GWNC for the TOC Town Hall taking place June 23rd at 6pm, Request allocation of $20.00 for fliers to inform stakeholders (Tommy Atlee)

H. **Motion**: Resolution to Encourage all Stakeholders to Participate in all Greater Wilshire Neighborhood Council (GWNC) activities. (Joe Suh)

   In furtherance of the Mission and Policy of the GWNC to "Encourage all Stakeholders to participate in all activities of this neighborhood council (Article II(B)(4) of the GWNC Bylaws, emphasis added)," and consistent with the Purpose, Duties, and Responsibilities of the Outreach Committee to "Encourage all stakeholders to participate in all activities of this Neighborhood Council (GWNC Outreach Committee Protocols, emphasis added)," the GWNC Outreach Committee recommends that the GWNC Board:

   Repeal any and all provisions of the "GWNC Standing Committee Rules" adopted by the 2019-2021 Board on March 10, 2021, including Rule 4.1.1 – "A Chair shall be a Board Director or Alternate. Exceptions may be made by Board action," that excludes full Stakeholder participation and does not "Encourage all Stakeholders to participate in all activities of this neighborhood council," including the participation of Stakeholders in GWNC Committee leadership activities—especially in light of the extensive history of GWNC Stakeholders well and faithfully discharging the duties of Committee Chair and Secretary prior to adoption of these rules at the final meeting of the 2019-2021 Board.

I. **Motion:** That the GWNC Outreach Committee recommends that the GWNC Board schedule and extend invitations on a monthly, bimonthly, quarterly, or other appropriate cadence, joint meetings with neighboring Neighborhood Councils, including: Central Hollywood; East Hollywood; Hollywood Studio District; Mid City West; Olympic Park; P.I.C.O.; Wilshire-Center Koreatown. (JOE SUH)

J. Discussion of Short Term and Long Term Goals of the Outreach Committee (Gary Gilbert)

VI. **COMMITTEE MEMBER REPORTS** **(5 minutes)**
위원회 위원 보고 ***Informes del miembro del comité***

A. **Congress of Neighborhoods call for Sub committee participation** (Colette Amin)
B. **Social Media** (Julia Moser)
C. **LGBTQ+ NC Alliance** (Max Kirkham) All are welcome: www.lalgbtqalliance.org

VII. **COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS** **(5 minutes)**
위원회 위원 언급/발표 ***Comentarios/anuncios de un miembro del comité***

A. **REQUESTS FOR POSSIBLE FUTURE AGENDA ITEMS**
추후 가능 의제에 대한 요청 ***Solicitudes de posibles temas de la agenda futura;*** **July 2021 agenda items submission deadline is June 25th, 2021**

VIII. **UPCOMING GWNC OUTREACH EVENTS AND MEETINGS**
다가오는 GWNC 아웃리치 행사와 회의 ***Próximos eventos y reuniones de difusión de GWNC***

A. **Next GWNC Outreach Committee Meeting** will be held at 9:30am on Saturday, July 3rd, 2021, via Zoom. discussion and possible motion to move meeting to **Saturday, July 10, 2021.**

IX. **ADJOURNMENT** 조정 ***Postergación***

Items in italics above were unconfirmed at the time of publishing and may be taken up at a later meeting.

Time allocations for agenda items are approximate and may be adjusted at the discretion of the Chairperson.

VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION – In conformity with the Governor's Executive Order N-29-20 (March 17, 2020) and due to concerns over COVID-19, this Greater Wilshire Neighborhood Council meeting will be conducted entirely telephonically/online. Every person wishing to address the Board/Committee should dial (669) 900-6833 or (877) 853-5257 and enter 982 7679 1581, then press # to join the meeting.

공공 참여를 위한 가상회의 전화번호 – 주지사 행정명령 N-29-20 (2020년 3월17일) 승인과 COVID-19 문제로 인하여 이번 월셔 광역주민의회(GWNC) 회의 전체는 전화회의/온라인으로 개최합니다. 이사회/위원회에 참여하고자 하는 사람은 각자 (669) 900-6833 또는 (877) 853-5257 (무료전화)에 전화하여 982 7679 1581를 입력하고 #을 누르면 회의 참석이 됩니다.

NÚMERO DE LA REUNIÓN VIRTUAL POR TELECONFERENCIA PARA PARTICIPACIÓN DEL PÚBLICO – *De conformidad con la Orden Ejecutiva del Gobernador N-29-20 (del 17 de marzo de 2020) y debido a la preocupación por la COVID-19, la reunión de este Concejo Vecinal de Greater Wilshire (Greater Wilshire Neighborhood Council, GWNC por sus siglas en inglés) se realizará totalmente por teléfono/en línea. Cada persona que desee dirigirse a la Mesa/Comité debe marcar el (669) 900-6833 o (877) 853-5257 (línea gratuita) e ingresar 982 7679 1581, después presionar # para unirse a la reunión.*

TRANSLATION SERVICE – If you need translation service, please contact the GWNC Secretary at (323) 539-4962 or info@greaterwilshire.org at least 72 hours before the event.

번역 서비스 – 번역 서비스를 요청하려면 행사 개최 72시간 이전까지 주민의회에 알려주시기 바랍니다. 이사회 사무국 연락어 (323) 539-4962 또는 info@greaterwilshire.org 에 접촉하시기 바랍니다.

SERVICIOS DE TRADUCCIÓN – Si requiere servicios de traducción, favor de avisar al concejo vecinal 72 horas antes del evento. Por favor contacte al secretario de la mesa, al (323) 539-4962 o info@greaterwilshire.org.

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Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to two minutes per speaker, unless adjusted by the chairperson.

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OPINIONES DEL PÚBLICO EN LAS REUNIONES DEL CONCEJO VECINAL *– Se pide al público que marque *9 (si se conecta por teléfono) o presione el botón de levantar la mano "raise hand" (si usa la aplicación Zoom), cuando lo indique el presidente para dirigirse a la Mesa/Comité sobre cualquier tema en la agenda antes de que la Mesa/Comité decida cualquier acción sobre ese tema. Se escucharán los comentarios del público sobre los temas de la agenda únicamente cuando se esté considerando el tema respectivo. Los comentarios del público sobre otras cuestiones que no aparezcan en la agenda que estén dentro de la jurisdicción de la Mesa/Comité se escucharán durante el periodo de Comentario público general. Por favor tenga en cuenta que en virtud de la Ley Brown, la Mesa/Comité no puede actuar en una cuestión que se lleve a su atención durante el periodo de Comentario público general; sin embargo, la cuestión presentada por un miembro del público podría transformarse en el asunto de una futura reunión. El comentario público se limita a dos minutos por orador, a menos que el presidente o una votación de la Mesa/Comité decidan otra cosa.*

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- **Our Facebook page** 저희 페이스북 페이지 ***Nuestra página de Facebook*** (http://www.facebook.com/greaterwilshireneighborhoodcouncil/)
- **Our Twitter feed** 저희 트위터 피드 ***Nuestra cuenta de Twitter*** (http://www.twitter.com/greaterwilshire)
- NextDoor.com
- **Display case at the Wilshire Ebell Theater** 윌셔 에벨 극장 게시판에 게시 4401 W. 8번 스트리트, 로스앤젤레스, CA 90005 ***En una vitrina expositora en Wilshire Ebell Theater***, 4401 W. 8th Street, Los Angeles, CA 90005
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RECONSIDERATION AND GRIEVANCE PROCESS – For information on the GWNC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the GWNC Bylaws. The bylaws are available at our Board meetings and on our website at http://www.greaterwilshire.org.

재의와 불만 제기 절차 – GWNC 의 이사회 조치의 재의와 이해관계자 불만 정책 또는 기타 의회와 관련된 모든 절차 문제에 관한 정보가 필요하다면 GWNC 부칙을 참고하시기 바랍니다. 부칙은 저희 이사회 회의와 웹사이트 http://www.greaterwilshire.org에서 구할 수 있습니다.

PROCESO DE RECONSIDERACIÓN Y QUEJA *– Para información sobre el proceso de GWNC para reconsideración de una acción de la mesa, la política de queja de las partes interesadas y otros asuntos de procedimiento relacionado con este Consejo, por favor consulte los estatutos de GWNC. Los estatutos están disponibles en nuestras reuniones de la Mesa y en nuestro sitio web en http://www.greaterwilshire.org.*

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