



Greater Wilshire Neighborhood Council Outreach Committee August 7th, 2021

Document copies were available at

https://drive.google.com/drive/folders/1KFWG6_epSfCbTPV0F6VE72kHSXdZkYB7 and shown online.

I. 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, August 7th, 2021. 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. Outreach Chair Colette Amin called the meeting to order at 9:30am.

| Committee Member | Present | Absent |
|----------------------------------|---------|--------|
| Colette Amin (Chair) (Area 14) | X | |
| Raphie Cantor (Area 7) | X | |
| Tucker Carney (Area 13) | X | |
| Patricia Carroll (Area 10) | X | |
| Brian Curran (Area 14) | X | |
| Gary Gilbert (Area 14) | | X |
| Caroline Labiner Moser (Area 14) | X | |
| Juan Portillo (Area 12) | | X |
| Joe Suh (At-Large Alt) | X | |

The GWNC Outreach Committee quorum (the minimum number of Committee Members needing to be present to take binding votes on agenda items) is 51% of the 9 filled Committee Seats, or 5 members.

GWNC President Conrad Starr, Patty Lombard and Elizabeth Fuller of the Larchmont Buzz were also in attendance.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

III. ADMINISTRATIVE ITEMS

- A. **Review and Adoption of Minutes** from June 5th, 2021 Meeting
- B. **Review and Adoption of Minutes** from the June 5th 2021 Special Meeting
- C. **Review and Adoption of Minutes** from May 1st, 2021 meeting.
- D. **Review and Adoption of Minutes** from April 3rd, 2021 meeting.
- E. **Review and Adoption of Minutes** from March 6th, 2021 meeting

Chair Colette Amin postpones approval of minutes until next meeting by unanimous consent. Motion to postpone approval of minutes to next month. No opposition;
Postponed

F. 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*)

Repeat from last agenda, documents in google docs

<https://drive.google.com/drive/folders/1B6kViWrlgmNACGqpnJwNkkkDf7U3SeNP>

Committee discussion as to why and if the Outreach Committee needed to review Outreach procedures and policies in light of the Board now having its own general rules on standing committees and were in fact reviewing those. GWNC Board President in attendance as a member of the public stated that the Outreach Committee did not need protocols but that it did need a mission statement.

IV. OLD BUSINESS

- A. COVID-19
YMCA is doing Free COVID testing check Assemblyman's newsletter. Members shared COVID experiences and stories. Chair Colette Amin to forward the Assemblyman and the Congressman's newsletters for posting. CDC Eviction moratorium is extended to end of October.
- B. Citizen Recognition Program
- C. **Advertising placements in the Larchmont Buzz (\$1,920 allocated) and Larchmont Chronicle (\$2,256 allocated)** — Recommendations from Outreach Committee.
At its July 14, 2021 General Board Meeting, the GWNC Board directed the Outreach Committee to bring its recommendations regarding advertising placements.

Conrad Star commented Board has already approved the budget at these levels. What the committee is being tasked with is to decide what form these will take since there are different options. (see documents)

Caroline Moser makes a **Motion** to continue with the previous advertising schedule within the budget allocation approved by the Board of the Larchmont Buzz and Larchmont Chronicle with any excess money being used for special projects or other advertising. There may be excess fund that can be used for other activities. Patty Carroll seconds.

Previously the GWNC Outreach Committee had been doing A big box ad and business card ad, the year previously we had been doing a website ad and banner ad before monthly meeting.

Motion to continue with the previous advert schedule for the Larchmont Chronicle and Larchmont Buzz within the approved budget and any money left over to be used for projects or further advertising.

Discussion: Elizabeth Fuller of the Larchmont Buzz makes a small presentation on the Buzz ad allocation approved for \$1920. If the Outreach Committee ran a monthly business card ad for \$150 x 12 months it would cost \$1800 (we haven't used it so far, so it would be 10months X \$150 roughly \$1500). If the committee wanted to add the email banner 1 week before the Outreach Monthly Meeting that would be \$125 per week x 10 months which would be \$1250 which would go over budget. Sticky notes, previously discussed and suggested for events like Town Halls are attention getting ad, not included in the budget, nor sponsored posts which cost \$250 a piece.

Patty Lombard: Sticky notes cost \$10 a day, good for doing a couple of days before events. it did get good traction for Windsor Square Hancock Park Historical Society and the Larchmont 2021 conversations. To Joe's point NextDoor is great and free, but the most thorough coverage of the gWNC comes from the Buzz. The Outreach Committee should have a full menu of options.

Elizabeth Fuller: the cost business card for 3 weeks and banner for 1 week for 10 months is \$2375.00 with 20% discount is \$1900.00 within the budget set by the Board.

Caroline Moser moves to Call the Question; Joe Suh Opposes

Further discussion clarifying wording of the motion and its purpose as a recommendation to the board.

Vote to Call the Question

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | X | | |
| Raphie Cantor (Area 7) | X | | |
| Tucker Carney (Area 13) | | | X |
| Patricia Carroll (Area 10) | X | | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | X | | |
| Juan Portillo (Area 12) | | | |
| Joe Suh (At-Large Alt) | | | X |

QUESTION CALLED: 5 yays, 0 Nays, 2 Abstentions

MOTION; to continue with the previous advert schedule for the Larchmont Chronicle and Larchmont Buzz within the approved budget and any money left over to be used for projects or further advertising.

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | | X | |
| Raphie Cantor (Area 7) | X | | |
| Tucker Carney (Area 13) | | X | |
| Patricia Carroll (Area 10) | X | | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | X | | |
| Juan Portillo (Area 12) | | | |
| Joe Suh (At-Large Alt) | | X | X |

MOTION PASSES 4 yays, 2 Nays, 2 Absent

- D. **PREVIOUS MOTION:** (by Joe Suh seconded by Juan Portillo): Establish a social media sub-committee with membership open to all Outreach Committee Members for social media credentialed access. MOTION PASSED (6 yay, 4 nay)

Motion deemed not valid by GWNC President. This is due to the fact that the Board retains the authority to appoint individuals with access to passwords etc. Expanding that access to multiple members requires a revision of Board rules and a 2/3rds vote.

From [Board Rules](#), Item 2 – Outreach *"Posting on GWNC digital media shall be done only at the instruction of the Chair of the Outreach Committee or the President or Secretary of the Board, working with the GWNC Webmaster."*

Joe Suh questions why the motion was deemed improper by GWNC President Conrad Starr and not brought before the Board for them to review and make the call if it is invalid.

Colette Amin stated that it was deemed invalid since it was against Board rules.

Conrad Starr: If the committee wants to propose a change to the rules it needs to make it clear in the agenda that it is making a recommendation to change the rules. That will announce to the members of the public that this proposal is before the committee and will be brought to the board. The motion could not be brought before the Board because it is inconsistent with the Brown Act.

- E. **Revisit the Produce Recovery and Distribution/Food Forward/ Wilshire Rotarian Collab Gleaning Community Activity:** Colette Amin: I put this on the agenda. I wanted to bring this to the attention of the committee so that they will be mindful of it. We discussed this pre-pandemic and we will revisit it. I have been in contact with the Wednesday Farmers Market to see if they will allow this gleaning activity. Food Forward has not returned to using volunteers. We will be updated at a later date.

V. NEW BUSINESS

- A. **Draft Digital Media Policy (BONC)** - Recommendations from Outreach Committee. At its July 14, 2021 General Board Meeting, the GWNC Board directed the Outreach Committee to bring its recommendations regarding the draft policy from the Board of Neighborhood Commissioners.

Caroline Moser: I move that we ask the GWNC Board to form a committee as it did last time based on level of experience and understanding in dealing with this very complicated proposal from Board of Neighborhood Commissioners. **Motion:** Move that the OC request the GWNC Board to constitute a new ad hoc committee to evaluate the revised proposed digital media policy of the BONC. Patty Carroll seconds.

Joe Suh moves to amend the motion adding: *an ad hoc committee open to the public*. Tucker Carney seconds.

Caroline Moser; I will support Joe Suh's amendment. In apology to the Board, the Board is better able to choose people who have the ability to provide an intelligent critique of the policy having dealt with it before.

Conrad Starr; an ad hoc committee can be formed, or an informal group of people get together to discuss as long as there are no more than 5 Board members present. Both ways are just recommendations. Adding "open to the public" makes the

administrative process more burdensome. And remember the public will always have the opportunity to make public comment on the recommendation at the Board meetings. The only difference is extent you want to put administrative burdens on the group composed to deal with this issue.

Conrad; ad hoc committees made of less than 6 board members do not need to have public notice or receive public comment. Including non-director stakeholders would need to become Brown act compliant with public notice and agenda.

VOTE ON THE AMENDMENT TO THE MOTION:

Original Motion: Move that the OC request the B of GWNC constitute a new ad hoc committee to evaluate the revised proposed digital media policy of the BONC.

Amendment : addition of language *“an ad hoc committee open to the public.”*

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | | | X |
| Raphie Cantor (Area 7) | X | | |
| Tucker Carney (Area 13) | X | | |
| Patricia Carroll (Area 10) | | X | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | | X | |
| Juan Portillo (Area 12) | | | |
| Joe Suh (At-Large Alt) | X | | |

MOTION PASSES: 4 yay, 2 nay, 1 abstention

VOTE ON THE AMENDED MOTION:

Amended Motion: Move that the OC request the B of GWNC constitute a new ad hoc committee *open to the public* to evaluate the revised proposed digital media policy of the BONC.

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | | X | |
| Raphie Cantor (Area 7) | | | X |
| Tucker Carney (Area 13) | | X | |
| Patricia Carroll (Area 10) | X | | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | X | | |

| | | | |
|-------------------------|---|--|--|
| Juan Portillo (Area 12) | | | |
| Joe Suh (At-Large Alt) | X | | |

MOTION PASSES 4 yay, 2 Nay, 1 Abstention

B. New Social Media Liaison (Coordinator)

Raphie Cantor volunteers to become the GWNC Social Media Liaison.

Position renamed GWNC Social Media Coordinator at the request of GWNC President Conrad Starr

Colette Amin; Motion to recommend Raphie Cantor to the general Board as the GWNC Social Media Coordinator. Tucker Carney seconded.

MOTION: to recommend Raphie Cantor to the General Board as GWNC Social Media Coordinator

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | X | | |
| Raphie Cantor (Area 7) | | | |
| Tucker Carney (Area 13) | X | | |
| Patricia Carroll (Area 10) | X | | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | X | | |
| Juan Portillo (Area 12) | | | |
| Joe Suh (At-Large Alt) | X | | |

MOTION PASSES: Vote Unanimous

Tucker Carney leaves the meeting

C. Volunteers for OC Liaisons to GWNC Committees

Conrad Starr: Liaisons are not expected to attend every meeting they can check in with committee chairs review agendas to see if there are items that OC can assist with. Liaisons should be to be able to use the various outreach tools at our disposal to market or promote meetings and issues that are being addressed by the GWNC.

Currently the Board constrains access to GWNC social media outlets. It is a trust and reputation issue. This could be revisited as needs arise. Anyone as a private person can post to their social media promoting GWNC meetings.

- a. Land Use Brian Curran
- b. Transportation Joe Suh
- c. Quality of Life Patty Carroll
- d. Resiliency vacant
- e. Sustainability vacant

VI. Committee Reports

- A. Congress of Neighborhoods: Colette Amin: encourages all committee members and stakeholders to get involved with the Congress of Neighborhoods you are welcome to join any of the sub-committees
- B. Social Media; No Social Media Coordinator
- C. LGBTQ+ Alliance Liaison (Hayden Connor Ashworth) not present

VII. Committee Member Comments or Announcements

- A. Request for possible future agenda items

VIII. Upcoming GWNC Outreach Events and Meetings

- A. Discussion of potential Special Outreach Committee Meeting to address suggested items**
 - a. Canva
 - b. Social Media Coordinator
 - c. Data Liaisons
 - d. Ways to Use NextDoor
 - e. Website
 - f. Mail-Chimp
 - g. Tabling goals/limitations (COVID)
 - h. Events goals/ limitations (COVID)
 - i. Town Hall Goals x. Partnerships

MOTION: (Raphie Cantor) Call a Special Outreach Committee Meeting to be set for Monday August 16th 2021 6:30pm

| Committee Member | Yay | Nay | Abstain |
|--------------------------------|-----|-----|---------|
| Colette Amin (Chair) (Area 14) | X | | |
| Raphie Cantor (Area 7) | X | | |
| Tucker Carney (Area 13) | | | |
| Patricia Carroll (Area 10) | X | | |
| Brian Curran (Area 14) | X | | |
| Gary Gilbert (Area 14) | | | |
| Caroline Moser (Area 14) | | | |
| Juan Portillo (Area 12) | | | |

| | | | |
|------------------------|---|--|--|
| Joe Suh (At-Large Alt) | X | | |
|------------------------|---|--|--|

MOTION PASSES; vote unanimous

B. Next GWNC Outreach Committee Meeting will be held at 9:30am on Saturday, September 4th, 2021, via Zoom.

XI. ADJOURNMENT