



Greater Wilshire Neighborhood Council Special Outreach Committee August 16th, 2021  
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### **I. 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 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 agendized items) is 51% of the 9 filled Committee Seats, or 5 members.

Tommy Attlee and April Hannon also present

### **II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS**

No public comment

### **III. NEW BUSINESS**

Discussion of the following social media platforms, outreach tools and other goals

- Canva
- Social Media Coordinator
- Data Liaisons
- Ways to Use NextDoor
- Website
- Mail-Chimp
- Tabling goals/limitations (COVID)
- Events goals/ limitations (COVID)
- Town Hall Goals
- Partnerships

Slide Presentation prepared by Conrad Starr

Slide: Outreach Tools

Slide 2: What we promise. Our website, Our Facebook Page, Our Twitter Feed, Pubic Posting at Ebell, email, and LA early notification system.

Slide 3: Website; Wordpress Site, Items on homepage are blog posts, Can add a user account for Outreach, Most recent post floats to the top, We do not regularly post to the homepage. Previously carried out by Julia and Conrad. Raphie Cantor taking over this with our assistance. Conrad said that we could expand access to Canva. GWNC has a paid account.

Slide:4 Mailchimp standard meeting announcement PLUS a notice for an upcoming meeting. The city's Early Notification System receives our announcements and downloads our agenda for distribution through ENS. The desire is to create more attractive posts, with not only the basic details but highlights of what will be discussed in a particular meeting.

Slide: 5 Twitter; Mailchimp automatically Tweets out our agenda and posts to Facebook but is aesthetically very boring. The idea is to make them less boring, with designed ads.

Slide 6: NextDoor Accounts, again regular boring informational posts. Next Door does allow for a more tailored experience so that specific audiences can be reached.

Slide 7-9: NextDoor; Example of pulling items from committee agendas and highlight them so to get more attention for a specific post. Winnetka example. Other examples with graphs, graphics, pictures

etc.

Caroline Moser enters

Slide 10: Canva design package for graphics and posting. DONE pays for our accounts.

Slide 11; Exampels of adds that Julia Moser designed.

Slide; 12 Example of Larchmont Chronicle ad designed in Canva. Julia used a kit of parts of similar colors, fonts, etc. This should be codified until we decide something different for consistency's sake.

Slide 13-14; Graphics using maps using Arch GIS

Slide 15: Arch GIS polling tool

Slide 16-17: Tabling use of table at live events, leaflets, T-Shirts, one to one with neighbors. Tabling generally on Larchmont Blvd.

Caroline Moser, thinks they are largely of marginal value, but does let people know that we exist. We should do it.

Patty Carroll; Thinks that they are fun when we give out trees at the family fair. Fun talking to people in the community.

Brian Curran; There is a need to keep password and usernames need to be kept by a relative few number of individuals but know that Julia found it a heavy burden. I want for us to be able to design posts, ads etc and send it to Raphie, rather than ask him to design and post.

Raphie Cantor; wanted a group conscience as to how we want the direction of our social media to go. Conrad suggested using the Palms as the account that we emulate specifically Instagram. Canva, regular posts, different graphics for each committee. Raphie feels comfortable doing this type of things. Personality of the accounts, do we want to be straight information or more reactive and communicating with those who post on our social media. He suggests the New Jersey Government account as an example that uses memes, and youth engagement. What others want to get out of the social media accounts.

Juan Portillo also like the Palms and NextDoor because it allows for engagement with the Public

Caroline Moser says she worries that this might be a slippery slope and we don't want to bspeak for the board, but we can say Thank you and direct a comment to the right person.

Raphie Cantor; Limited NextDoor experience but sometimes is thought to be negative.

Caroline Moser; start out modestly, low hanging fruit post about what we do, our meetings, who can come. We can add to that as Raphie's time and aptitude grows. Lets not get too ambitious right away. We don't need to be on all platforms. We discussed a newsletter once but its terrible to do one issue and then nothing. Its also problematic to depend on one person to do the writing.

Brian Curran Using the Canva and Palms as an example we can do our regular posts but do them more colorful and impactful, than choose one platform to become more engaging and varied.

Caroline Moser; I have too say I found the arch GIS interesting but difficult I don't know if it is outreach. Have not kept up with it though.

Brian Curran: Conrad was proposing the tool as means to make maps as graphics.

Brian Curran; Hopefully as more events happen we will be able to post about different events etc.

Caroline Moser; I am always hesitant to promote an event that we do not don't know a lot about. Events like Larchmont Family Fair and Hopenet where we have been represented in okay but we don't want to promote events that we can't vouch for or haven't been GWNC approved.

Juan Portillo; This brings up a good topic. What about promoting events from our neighboring neighborhood councils?

April Hannon: As someone who follows the GWNC Instagram account we need to post more often so that neighbors can like or reshare and that way communication is more effective and our account get promoted. The accounts are not being utilized. Most [people don't know they are there. More content is a good idea.

Raphie Cantor; I have some experience about advertising on Facebook and Instagram. It is cost effective and incredibly targeted. Be great to take a slice of our budget and use it to advertise to grow use in our account.

Caroline Moser. We have done this to good effect in the past.

Brian Curran; I like the idea of cross promotion between neighborhood councils.

Caroline Moser: If the Board gives the okay we could list events but qualify that we don't know them. Link to the Buzz events page. There is plenty of government information that we can filter and highlight information for people, that way we could post more often.

Brian Curran; What is the editorial schedule going to look like.

Raphie Cantor: A good idea is when agendas come out for committee meetings we can follow up with media posts. We can also schedule posts 72 hours before the meetings and they can be edited.

Tommy Attlee; Be more aggressive on social media. I like the idea of promoting community activities even if they are not sanctioned by the GWNC. I understand hesitation but there is precedent for it. It is our best interest to attract people from online to attend our events.

Brian Curran; suggestion to have local non-profits who had events to come and do a meet and greet tell us about their event so when we post about it we are reporting on their visit rather than simply promoting their event not endorsing their event.

All of the outreach committee should familiarise themselves with Canva so that we could divide up the committee announcements and different people will be responsible for different ads.

Raphie Cantor; Wanted to talk about TownHalls, what type of town halls do we want to do next. Hosting candidate townhalls, will bring a lot of people to tune into the GWNC.

Caroline Moser; Pick subjects that are easy to do, low hanging fruit people easy to get to come and speak, subjects that are interesting and people eager learn about.

Brian Curran: We could even repeat certain Townhalls that are popular.

Townhalls, debates, etc in conjunction with other Neighborhood Councils. Get more eyeballs and more attention from politicians.

Need to have a good judgement about posting rather than a strict approval system with layers.

Forward suggestions to businessalt.