



Greater Wilshire Neighborhood Council Special Outreach Committee September 4th, 2021  
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### **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 agendized items) is 51% of the 9 filled Committee Seats, or 5 members.

GWNC President Conrad Starr, was also in attendance.

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

No public comment

### **III. OLD BUSINESS**

#### **A. Short Recap of the August 16<sup>th</sup> special meeting at which was discussed Outreach Committee usage of and involvement in;**

- 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

Brian gave a short recap of the August 16<sup>th</sup> meeting with which Juan Portillo concurred.

Raphie Cantor has appointment with Conrad to receive credentials and passwords for the various social media accounts.

B. Volunteers needed for Outreach Committee Liaisons to GWNC Committees.

- Land Use; Brian Curran volunteered
- Transportation ; Joe Suh volunteered
- Quality of Life; Patty Carol volunteered
- Resilience: Gary Gilbert suggested but has not attended recently (volunteer needed)
- Sustainability; Juan Portillo volunteered

Next agenda liaison for Resilience will be need

#### **IV. New Business**

A. **Volunteer to create regular Larchmont Buzz ads**

Volunteer would create the ad, send it to the committee for approval than the GWNC executives then the Buzz. Also they would do the Larchmont Chronicle ad.

Juan asks Brian what the responsibilities are for the ads, are they the same each month? Larchmont Chronicle ad is usually static with small changes each month. With Larchmont Buzz we have more leeway to change the ads to announce upcoming meetings etc. We are not placing any Larchmont at the moment.

Conrad says we are not paying for ads we are not running. But we have approved cycle ads. We are going to have a NPG window opening up. This is a good topic for a targeted ad. Colette; the NPG committee can provide us with the information

Examples of advertisements in the Larchmont Chronicle and Larchmont Buzz were reviewed and critiqued. It is believed that the use of canva can help designers develop more engaging ads.

Juan Portillo volunteers but asks about timing, and support, Brian suggests following the GWNC Committee schedule. Conrad says there is no schedule but Larchmont Buzz will work with us, but the ads should not be last minute.

Patty Carroll arrives

Patty Carroll also volunteers, we can link ads to other information.

Juan Portillo has volunteered to collaborate with Brian to create Larchmont Buzz and Larchmont Chronicle ads. Patty Carrol also volunteers.

**B. MOTION: Place a special GWNC advert for the Larchmont Blvd Centennial Edition of**

**the Larchmont Chronicle with cost up to \$1336** (as per rate schedule in docs). Submission of advert by Sept 9th.

Patty Carroll provides clarification that it is not the centennial of Larchmont Chronicle, but the centennial of Larchmont Blvd.

Patty Carroll Moves the Motion seconded by Brian

Joe Suh Moves to amend the motion with costs up to \$188 dollars 1/8<sup>th</sup> of a page. Tucker Carney seconds the amendment.

Discussion about the amendment; Brian recommend doing a bigger ad possibly half a page. Colette says the committee should save advertising for an event.

Patty Carrol, in response to some negative comments about the potential advert says that this a special insert. Suggests quarter page and to highlight our interaction with Larchmont Blvd.

Conrad Star ; Important to consider what the ad would contain, how do we add to the conversation about the centennial. He purchase of a ¼ or 1/3 ad suggests various design features. While Colette liked the idea of saying more about the GWNC, suggested we might want to consider doing that in another edition or the buzz.

Juan Portillo says, I have a problem with the rates, these rates are the same as other businesses. This is my hesitancy and would go to 1/6<sup>th</sup> of a page. But \$1000 is a lot.

Colette Amin agrees

Joe Suh we spend too much on advertising. My amendment of 1/8<sup>th</sup> of a page at \$188 dollars

Patty Carroll: Can I amend Joe's amendment?

Conrad Star: You can move to amend an amendment.

Patty Carroll: I move to amend Joe's amendment to a ¼ page and \$358 dollars. Second by Brian

Confusion about amending amendments and clarification

Conrad public comment; This publication is important to many members of the GWNC community. There is really nothing like it which covers our whole area. Present a motion with leeway and debate it at the Board.

Opinions voiced about the Larchmont Chronicle

**Vote: MOTION to amend Joe Suh's amendment of 1/8<sup>th</sup> page at \$188 to ¼ page and \$358**

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

**MOTION FAILS: 2 yays, 4 nays**

**Vote: MOTION amend the original motion for 1/8<sup>th</sup> page and \$188**

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

**MOTION PASSES 4 yays, 2 Nays, 2 Absent**

**Vote: Amended MOTION: Place a special GWNC advert for the Larchmont Blvd Centennial Edition of the Larchmont Chronicle with cost up to \$188.**

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

**MOTION PASSES: 5 yays, 2 nays**

**V. Committee Member Comments or Announcements**

A. Request for possible future agenda items

Discussion of Larchmont Centennial Celebration, whether we are going to have a table. Coordinate with our Business alternate.

Juan Portillo suggested a community or block cleanup for future discussion. Colette suggested partnering with our council office.

Colette suggested a GWNC hold community yard sale like Brookside or a Fruitshare which would include a registration to collect emails

Joe wanted to hear a discussion about how we use NextDoor

Caroline Moser logs on

**VI. Upcoming GWNC Outreach Events and Meetings**

Congress of Neighborhoods September 25<sup>th</sup> via zoom

**XI. ADJOURNMENT**

Caroline Moser moves to adjourn, Joe Suh seconded

1 hour 15 minutes