

Outreach Committee Tuesday, August 15, 2023 Meeting Minutes:

- I. Call to Order by Jesseca Harvey, Chair at 6:30 PM
 - a. Committee members that attended the meeting: Jesseca Harvey, Patti Carroll, Alex Nava, and Selene Betancourt
 - b. Committee members not present for meeting: Colette Amin and Brian Curran
- II. No General public Comment on Non-Agenda Items
- III. Administrative Items:
 - a. It was discussed that minutes from previous meetings were not in the Outreach Google Doc Drive and will need to be located.
- IV. Chairperson's Report: N/A
- V. Old Business: None
- VI. Standing Business:
 - a. Current Advertising: Deadline and process discussed for submission of Chronical Advertisement
 - b. GWNC Community Outreach Opportunities: CicLAvia events were discussed, partnering with KYCC for the Larchmont Family Fair(good community engagement previously w/ tree giveaway)
 - c. New GWNC Collateral and Branded Items: Discussion to seek out and price deliverables such as: water bladders, stickers, postcards w/ the GWNC elevator pitch, and flyers that will display a QR code that directs people to the GWNC website and/or a google doc that displays upcoming events and standing meetings. The purchase of a bubble machine was mentioned for the family fair.
 - i. Selene and Conrad volunteered to create the postcard
- VII. New Business:
 - a. Date/Time and preferred location of Outreach Committee Meetings: Discussed and a special meeting was set to occur before the GWNC Board Meeting to discuss and possibly vote on promotional materials
 - b. Selene Betancourt made the motion to recommend the GWNC approve participation in both LAPD Wilshire and Olympic Division Open House Community Events. Date and Time TBD(October 2023 for Wilshire). Alex Nava seconded the motion and the motion passed with (4) four "Yes" votes (0) opposed (0) abstentions
- VIII. Committee Member Comments/Announcements: None

- IX. Request for Possible Future Agenda Items: There was mention that the GWNC does have access to data referencing its constituents. The suggestion was made to review and analyze the data to curate events based on the data for GWNC committees.
- X. Adjournment: 7:53 PM