

I. **Call to Order 6:36 PM**

1. In attendance: Jesseca Harvey, Alex Nava, Brian Curran 6:39, Colette Amin 6:39, Patti Carroll 6:50, Absent: Selene Betancourt
2. Stakeholders in attendance: Edward Ruiz and Linzy Beltran

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

1. Edward and Linzy introduced themselves and gave a brief background. The committee explained about the GWNC and its committees along with volunteer opportunities.

III. **OLD BUSINESS**

1. **Flyers for Gleaning Event:** Motion tabled until design can be finalized. Colette would like the flyers to be smaller than the standard size paper. (two to a page)
2. **Promotional Printed Items for Tabling:** Printable items were reviewed and the committee ultimately decided on ordering postcards, stickers, and flyers from both Nextdayflyers.com and FedEx. Additional research needed for other items.
3. **Motion:** to recommend the GWNC approve up to \$500 for the printing of materials from Nextdayflyers.com and FedEx for use at tabling events to promote the GWNC. (Vote Count: 5-yes 0-no 0-abstentions)

VII. **STANDING BUSINESS**

1. **Current Advertising:** QR code creation and addition to the Chronicle ad if possible

VIII. **NEW BUSINESS**

1. **GWNC Website Design Modification Review:** postponed until Conrad was present
2. **Volunteers Needed for the Neighborhood of Congress event Saturday, September 23 to assist Colette with breakfast and lunch.** Colette recruited Edward to assist
3. **Rescheduling of November 21st meeting** due to Thanksgiving Holiday. The new meeting date will be November 14.
4. **FY 2023-24 Advertising** - recommended channels and budget for regular and special advertising for GWNC meetings and events (print, digital, social): Brief discussion was had regarding the ability for a member of the GWNC to bid at various events on advertisement space in the locals. There was also a mention of asking our current vendor if they would match the price of one of the recent auctions.
 1. **PSA for GWNC** via bus bench, shelters, or Public Amenity Kiosk (PAK): Committee wanted to know how long the ad would stay up before deciding on moving forward, but it was decided that this would be an effective way to reach stakeholders that resided in areas that were difficult to reach, i.e. renters; placement would be at busy stops.
 2. **Social Media** Boosted Posts on Instagram and request to terminate X account: Request to know how many posts and the cost associated with the posts. The committee found that Twitter was as of now an efficient way to reach our

stakeholders in real time. It was also noted that in the future, if issues specific to GWNC arose or the city terminated their accounts, we would reevaluate.

IX. REQUESTS FOR POSSIBLE FUTURE AGENDA ITEMS

1. Colette requested that volunteers for FoodCycleLA remain on the agenda
2. Alex requested that a Linktr account be added to the Board agenda for approval in October. The committee agreed to the creation of said account and bringing it before the Board.

X. ADJOURNMENT 7:46