

CALIFORNIA



**GREATER WILSHIRE
NEIGHBORHOOD COUNCIL**

**Outreach Committee Meeting
Minutes (In-Person)**

Tuesday, November 14, 2023 6:30 PM
John C Fremont Library
6121 Melrose Ave, Community Room

GWNC Outreach Committee:

Jessica Harvey - Chair
Colette Amin
Patricia Carroll
Brian Curran
Alex Nava
Selene Betancourt
Committee Vacancies: Multiple

- I. **WELCOMING REMARKS** 환영 연설 *Comentarios de bienvenidas*
 - A. Call to Order (Jessica Harvey)
6:30 PM
 - B. Roll Call
Present: Jessca Harvey, Alex Nava, Selene Betancourt, Brian Curran, Patti Carroll
Not Present: Colette Amin

- II. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS** 의제 비포함 안건에 대한
일반 공중 언급 *Comentario público general sobre temas no incluidos en la agenda*
None

- III. **ADMINISTRATIVE ITEMS** 집행부 안건 *Temas administrativos* (Discussion and Possible
Action)
 - A. **Review and Adoption of Minutes: October 2023**
*Selene Betancourt made the motion to adopt the October 2023 minutes as is. Brian
Curran seconded the motion. The motion passed unanimously with zero abstentions.*

- IV. **CHAIRPERSON'S REPORT** 의장 보고 *Informes del presidente*
Nothing to report

- V. **OLD BUSINESS** 기존 사업 *Asuntos antiguos* (Discussion and Possible Action)

A. **Flyers for Gleaning Event**

Item Postponed

Possible Motion: to recommend the GWNC approve up to \$75 for the printing of flyers from FedEx with the verbiage stating that the event will take place the first Sunday of every month at a set time and location.

B. **Promotional Printed Items for Tabling**

Item Postponed

Discussion for 1.b. (See comments below)

1. Approve verbiage and design to be displayed on the following items:

- a) Postcards (elevator pitch with QR code w/website link)
- b) Water bladders (printed GWNC logo)

Patti Carroll would submit a link to review this product for purchase

- c) Flyers (upcoming events and QR code w/website link)
- d) Stickers (printed GWNC logo and QR code w/website link)
- e) Pens (GWNC logo and web address)

2. Cost of above items

Possible Motion: to recommend the GWNC approve up to \$_____ for the printing of materials from _____ for use at tabling events to promote the GWNC.

C. **Volunteers Needed for Upcoming Events:**

Discussion of possible ways to boost visibility for events that the GWNC is hosting or participating in. Mentioned were: Partnership/advertisement in the Buzz, increase our social media output, request the information be shared with CD 5 and 13 for distribution in their newsletters. Submission of request would have to be at least a month to a month and a half prior to the event date.

VI. **STANDING BUSINESS** 진행중인 사업 *Asuntos en curso* (Discussion and Possible Action)

A. **Current Advertising**

B. **Outreach Committee Membership Recruitment** (new and old board members, community stakeholders)

C. **GWNC Community Outreach Opportunities** (tablings, meetings, etc.)

Discussion: The possibility of the Outreach Committee hosting a gift wrapping table on Larchmont in front of the picture wall free to those who shop or live in the area. Wrapping paper either donated or purchased by the GWNC. Date TBD. Time 12-3?? Volunteers will be needed

D. **New GWNC Collateral** (Flyers, Door Hangers, etc.).

E. **New GWNC Branded Items** (Bags, Pens, etc.) for budget

Discussion:

It was mentioned that we could purchase paper bags and purchase a stamp with the GWNC logo for use at events such as FoodCycle LA

VII. **NEW BUSINESS** 신규 사업 *Asuntos nuevos* (Discussion and Possible Action)

- A. **Virtual Meetings of the GWNC Outreach Committee** (Discussion and Possible Action)
Alex Nava made the motion that the Outreach Committee's hold future regular committee meetings in-person on the first month of each quarter and virtually on the second and third months of each quarter, while granting the Chairperson the discretion to hold special meetings in-person or virtually, as they see fit. The motion was seconded by Pattie Carroll. The motion passed unanimously with zero abstentions.
- B. **2024 Homeless Count**
Discussion and Motion Made:
The count will take place January 25, from 8 PM-12 AM. 50 volunteers are needed. Possible venue location: Hope Lutheran Church on Melrose. Patti Carroll made the motion that the GWNC allocate up to \$250 for the event cost with \$50 going towards snacks and water and \$200 venue rental cost. Brian Curran seconded the motion. The motion passed unanimously with zero abstentions.
- C. **LAUSD Board District 4 - School Beautification Day:** Saturday, December 2, 2023
 9:00-1:00 (tabling and volunteer opportunity)
No one was able to volunteer to host a table for this event.
- D. **GWNC Website Design Modification Review:**
Committee was encouraged to view and compare our website to other websites and create a list of pros and cons
- E. **Citizen's Recognition Award** - James Dastoli
Motion: Patti Carrol made the motion to recommend the GWNC approve James Dastoli receive a Citizen Recognition Award for his work in preserving the architectural heritage of our neighborhoods in Greater Wilshire. Brian Curran seconded the motion. The motion passed unanimously with zero abstentions.
- F. **FY 2023-24 Advertising** - recommended channels and budget for regular and special advertising for GWNC meetings and events (print, digital, social)
 1. **PSA for GWNC** via bus bench, shelters, or Public Amenity Kiosk (PAK)
 2. **Social Media** Boosted Posts on Instagram and request to terminate X account
Discussion: Olympic Park NC had wanted to split the cost of a PSA campaign and place them in areas that border the two neighborhood councils' areas. Postponed until further discussion with OPNC can be had. It was mentioned that the GWNC's budget was slimmer this year than previous.

VIII. **COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS** 위원회 위원 언급/발표

Comentarios/anuncios de un miembro del comité

NONE

IX. **REQUESTS FOR POSSIBLE FUTURE AGENDA ITEMS** 추후 가능 의제에 대한 요청

Solicitudes de posibles temas de la agenda futura

NONE

X. **UPCOMING GWNC OUTREACH EVENTS AND MEETINGS** 다가오는 GWNC 아웃리치 행사와 회의 *Próximos eventos y reuniones de difusión de GWNC*

- A. Next Meeting will be held at 6:30 p.m. on Tuesday, December 19th at the John C. Fremont Library

VI. **ADJOURNMENT** 조정 *Postergación*

8:00 PM