

CITY OF LOS ANGELES
CALIFORNIA



*GREATER WILSHIRE
NEIGHBORHOOD COUNCIL*

Outreach Committee Meeting Minutes

Tuesday, February 20, 2024 6:30 PM

Supporting documents available at
<https://greaterwilshire.org/OCdocs/>

GWNC Outreach Committee:

Jessica Harvey - Chair
Colette Amin
Patricia Carroll
Brian Curran
Alex Nava

Selene Betancourt

Committee Vacancies: Multiple

Direct Committee Inquiries to:

(323) 539-GWNC (4962)
outreach@greaterwilshire.org

월서 광역주민의회
아웃리치 위원회
정기회의 의제

*Concejo Vecinal de
Greater Wilshire - Comité
de difusión - Agenda de
reunión ordinaria*

- I. **WELCOMING REMARKS** 환영 연설 *Comentarios de bienvenidas*
 - A. **Call to Order (Jesseca Harvey) 6:34 PM**
 - B. **In attendance where: Jesseca Harvey, Colette Amin, Patti Carroll (arrival time 6:41), Brian Curran, and Selene Betancourt**

- II. **GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS** No general public comment, but Colette requested that she speak here instead of waiting until Agenda item VI. She wanted to remind everyone about the FoodCycle LA program that was going to occur on the 10th instead of the first Sunday in March.

- III. **ADMINISTRATIVE ITEMS Review and Adoption of Minutes:** Brian Curran made the motion which was seconded by Selene Betancourt; the motion passed. 1- abstention(Colette) 3 - yes(Brian, Selene, Jesseca) 0- no

- IV. **OLD BUSINESS** 기존 사업 *Asuntos antiguos*
 - A. **GWNC 20th Anniversary Celebration:**

There was a healthy discussion regarding the following:

 1. Presentation of Memories - push needed to inform the public
 2. Social media post directing followers to website page for submission of information - Alex was not present so this item wasn't discussed in detail, but there were ideas of asking several board member general questions about their areas and time serving on the board.

3. Archived articles from publications -Brian Curran stated that he could contact John Welbourne with the Chronicle for archival articles/photography
 4. Connect with former and current board members
 5. Quarterly content on social media and website - Alex was not present so this item wasn't discussed in detail
 6. Acknowledgement of Board Members - Colette wanted to make sure that all members were celebrated, not just the serving or founding member. It was mentioned that as recognition, instead of individually calling out Board Members, we could acknowledge those that served in incremental years.
- B. Citizen Recognition Awards-** Patti Carrol volunteered to take on this project
1. List of Recipients and Notification
 2. Purchase Materials for Certificates
 - a) Printing company/Amazon/FedEx/Canva
- C. Country Club Heights Outreach for Preferential Parking Permits**
1. Outreach Plan - the date has been changed to 3/23
 - a) Confirmation from KYCC for block beautification 3/2
 - b) Social media content and timeline - Alex was not present so this item wasn't discussed in detail

V. NEW BUSINESS 신규 사업 *Asuntos nuevos*

1. **CicLaVia - Melrose 2024**
 - a) Volunteers Needed
 - b) Social Media Tool Kit - Alex was not present so this item wasn't discussed in detail
 - (1) Event date notification
 - (2) Virtual community meeting notification
2. **Neighborhood Purpose Grants** - Alex was not present so this item wasn't discussed in detail
 - a) Marketing Content and timeline
3. **First Responders Day August 18, 2024** - Decided to extend an invitation to Shelby Bleck for a future presentation to the committee
 - a) Volunteers -date give time TBD
 - (1) Booth - general overview of what is to come and what help will be needed
 - (2) Vendor Recruitment
4. **Marketing Plan** - Alex was not present so this item wasn't discussed in detail
 - a) **Social Media**
 - (1) Future Content Ideas
 - (2) General
 - (3) Board
 - (4) Committee
 - (5) Aesthetics of posts(themes/branding)
 - b) **Newsletter**
 - (1) Frequency

- (2) Topics to include
- (3) Contributor(s)

VI. **COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS** 위원회 위원 언급/발표
Comentarios/anuncios de un miembro del comité

See above for where Colette spoke during the start of the meeting.

VII. **REQUESTS FOR POSSIBLE FUTURE AGENDA ITEMS** 추후 가능 의제에 대한 요청
Solicitudes de posibles temas de la agenda futura

None given

VIII. **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, March 19, 2024 Via Zoom:

<https://us02web.zoom.us/j/98276791581> or by phone: 877 853 5257 Webinar ID: 982 7679
1581

IX. **ADJOURNMENT** 조정 *Postergación*

8:22 with Selene Betancourt, Brian Curran, Patti Carrol, and Jesseca Harvey in attendance. Colette Amin left the meeting at 7:31