



Greater Wilshire Neighborhood Council

Outreach Committee

August 19, 2025

MINUTES – Approved by the Committee on 9/16/2025

I. **WELCOMING REMARKS**

A. **Call to Order**

A duly noticed regular meeting of the Outreach Committee of the Greater Wilshire Neighborhood Council (“GWNC”) was held virtually over Zoom (Webinar ID No. 982 7679 1581) on August 19, 2025. Committee chairperson, Jesseca Harvey, called the meeting to order at 6:34 p.m.

B. **Roll Call**

Ms. Harvey called the roll. Three of the five Committee Members were present at Roll Call: Ms. Harvey, Dave Cavalier, and Conrad Starr. *[The GWNC Outreach Committee quorum (the minimum number of Committee Members needing to be present to take binding votes on Agendized Items) was 51% of 5 Committee Seats, or three, so the Committee was able to take such votes.]* Rochelle Lewis and Sixto Sicilia were absent.

GWNC Board Director, Tony Gittelton, was also present.

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

Mr. Gittelton characterized outreach around the 2025 GWNC election as poor. He said the voting process was byzantine. He suggested a public safety town hall for GWNC. He mentioned a town hall around recycling guidance for households.

Mr. Gittelton said he would be open to chairing an election committee in the future.

III. **ADMINISTRATIVE ITEMS**

A. **Review and Adoption of Minutes: July 2025**

Mr. Starr moved and Ms. Harvey seconded that the Outreach Committee approve the July 15, 2025 minutes as corrected. The motion passed by a vote of two (2) yeses (Harvey, Starr), zero (0) noes, and one abstention (Cavalier). *[The GWNC counts abstentions as neither yes nor no votes.]*

Mr. Starr reminded the committee that June 2025 minutes still had not been approved.

B. **Ethics Training Link: <https://localethics.fppc.ca.gov/> for non-Board members**

Ms. Harvey noted the above.

IV. **CHAIRPERSON’S REPORT**

Ms. Harvey reported.

V. **OLD BUSINESS**

A. Outreach Committee Appointments

Mr. Cavalier described his experience and credentials in marketing.

Mr. Starr shared (via screen share) his list of goals for the Outreach Committee, which he said was a starting point for a discussion and could be read or downloaded in the supporting documents folder at <https://greaterwilshire.org/ocdocs>.

Mr. Cavalier was supportive of a data-driven approach, segmentation of messages to specific neighborhoods, assessing goals, and measuring results and success.

i. Website Coordinator

- a. Responsible for maintaining the calendar**
- b. Responsible for creating new landing pages**
- c. Responsible for distributing information via MailChimp**

ii. Social Media Coordinator

Mr. Cavalier said he would do some social media posting for GWNC in an acting capacity.

iii. Committee Secretary

Mr. Starr moved that the GWNC Outreach Committee appoint Conrad Starr as Committee Secretary. The motion passed 3/0/0.

B. Volunteers for Upcoming GWNC Events/Projects

Mr. Gittelson volunteered.

VI. NEW BUSINESS

A. Larchmont Family Fair

Mr. Starr moved that the Outreach Committee recommend that the GWNC spend up to \$700 to host a booth at the 2025 Larchmont Family Fair on October 26, 2025; to include the booth fee of \$500 and up to \$200 for refreshments, giveaways, postcards/flyers, and/or prizes.

Ms. Harvey seconded.

In public comment, Mr. Gittelson suggested discussion a refrigerator magnet as a giveaway item. The motion passed 3/0/0.

B. Recruitment of New Committee Members

Ms. Harvey asked for community members to join the committee.

Mr. Cavalier said he had a background in graphic design.

C. Future Opportunities

There were no motions.

VII. UPCOMING GWNC OUTREACH EVENTS AND MEETING

A. Requests for possible future agenda items

Mr. Cavalier advocated for the prioritization of goals and prioritization of channels

Mr. Gittelson said he wanted the GWNC to host a town hall for public safety and a town hall to educate the community toward improving home recycling.

There was discussion of a possible future newsletter.

Mr. Starr requested a “Committee Member Comments and Announcements” section in the next agenda.

**B. Next Outreach Meeting: Tuesday, September 16, 2025 at 6:30 PM on Zoom:
<https://us02web.zoom.us/j/98276791581>**

This was noted.

VIII. ADJOURNMENT

Ms. Harvey adjourned the meeting at 8:12 p.m.

Respectfully submitted by Conrad Starr. The GWNC Outreach Committee Minutes page is located at <https://greaterwilshire.org/outreach-committee-agendas-minutes>.