



Greater Wilshire Neighborhood Council
Outreach Committee

September 16, 2025 Regular Meeting
MINUTES Approved by the Committee on November 18, 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 September 16, 2025. Committee chairperson, Jesseca Harvey, called the meeting to order at 6:36 p.m.

B. Roll Call

Conrad Starr (Committee Secretary) called the roll. Harvey called the roll. Four of the five Committee Members were present at Roll Call: Ms. Harvey, Mr. Starr, Dave Cavalier, and Rochelle Lewis. *[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.]* Sixto Sicilia was absent.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

No members of the public were present.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: August 2025

Mr. Starr moved and Mr. Cavalier seconded that the Outreach Committee approve the August 19, 2025 minutes. The motion passed by a vote of four (4) yeses (Cavalier, Harvey, Lewis, Starr), zero (0) noes, and zero (0) abstentions.

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

Ms. Harvey noted that all had completed their trainings.

IV. CHAIRPERSON’S REPORT

Ms. Harvey reported that the agenda included opportunities for committee members to “step up.” She had reposted posts from various City of Los Angeles departments on Instagram, including LADWP, Animal Services, LAPD Wilshire and Olympic, and Memorial Branch Library. September was Disaster Preparedness Month, she added.

V. OLD BUSINESS

A. Outreach Committee Appointments

1. Social Media Coordinator

Ms. Lewis said she would consider taking on the role. The item was postponed. Mr. Starr discussed the BONC Digital Media Policy and the sorts of postings that were allowed under the same. He shared via screen share various Canva templates that had been used by GWNC in the past. He said the advertising budget was extremely limited under the \$25,000 budget passed in July. Members discussed the value in earned media.

Ms. Lewis advocated for posting about City resources. Mr. Cavalier discussed paid boosting of social posts, noting that “guerilla” or free ads also had value.

The group discussed focusing the message on 1) learning more about the GWNC, 2) viewing upcoming events, and 3) learning about what we do.

It was agreed to hold a special meeting to continue the discussion on September 20th at 10:30 a.m.

- B. Larchmont Family Fair

1. Marketing

- a. Timeline

Ms. Harvey said this should be taken up at the 9/20 special meeting.

- b. Deliverables

- (1) Event

- (1) GWNC

2. Branded Merch/Giveaways

Ms. Harvey asked members to bring ideas to the special meeting.

3. Acts of Engagement

Ms. Harvey mentioned the prize wheel.

The group discussed ideas for talking points: contact information for Senior Lead Officers, the new PSQL Committee, a committee calendar, looping images on a small monitor.

4. Volunteers

No motions were made or votes taken.

VI. NEW BUSINESS

No new business was taken up.

- A. Future Opportunities

1. KYCC or other community partners

- a. Block Beautification:

- (1) Community Cleanup

- (1) Graffiti Cleanup

- (1) Area Selection

2. GWNC Committee Events

- a. Partnerships

- B. Administrative Projects

1. GWNC Branding
 - a. Website Redesign
 - b. Marketing - Timeline & Templates
 - (1) Newsletter
 - (1) Events
 - (1) Socials
 - c. Deliverables
 - (1) Tabling Packet
 - (1) New Neighbor Packet
 - d. Form Creation
 - (1) Internal/External Event Request
 2. Citizen Recognition Awards
 - a. Name Change
 - b. Submission Process
 - c. Public Recognition
 3. Community Survey
 - a. Topic Development
 - b. Timeline
- C. Recruitment of New Committee Members

VII. UPCOMING GWNC OUTREACH EVENTS AND MEETING

A. Requests for possible future agenda items

Mr. Starr requested a “Committee Member Comments and Announcements” section in each regular committee agenda.

B. Next Outreach Meeting: Tuesday, October 21, 2025 at 6:30 PM on Zoom: <https://us02web.zoom.us/j/98276791581>

VIII. ADJOURNMENT

Ms. Harvey adjourned the meeting at 8:02 p.m.

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