



Greater Wilshire Neighborhood Council  
Outreach Committee

September 20, 2025 Special 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. 854 3766 1934) on September 20, 2025. Committee chairperson, Jesseca Harvey, called the meeting to order at 10:38 a.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: September 2025

This was not taken up.

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

This was not taken up.

IV. CHAIRPERSON’S REPORT

No report was given.

V. OLD BUSINESS

A. Larchmont Family Fair

1. Marketing

a. Timeline

b. Deliverables

(1) Event

## (1) GWNC

### 2. Branded Merch/Giveaways

Ms. Lewis screen-shared a mock-up design for a refrigerator magnet promoting MyLA311 services with GWNC branding.

Mr. Cavalier shared a quote from 4Imprint for magnets. Mr. Starr shared pricing from NextDayFlyers.com, which, he said, the GWNC had used in the past for other print jobs with success, though he cautioned they have been known to deliver jobs later than promised. He screen-shared the PDF of a postcard flyer that had been reproduced in the past.

Mr. Cavalier shared his idea of a “treasure map” for kids to color in, featuring recognizable landmarks within Greater Wilshire, with a scavenger hunt-type quality to it.

Regarding the postcard, there was discussion of the finished size, with Ms. Lewis arguing for a larger, 6”x9” postcard. Ms. Harvey said the committee meeting schedule should not be included going forward given the anticipated changes to schedules. Mr. Starr suggested adding Senior Lead Officer contact information. Ms. Lewis said to include contact information for City Council Offices, but not council staff names.

Mr. Starr then proposed that the postcard could include SLO and Council Office staff names and contact information and have a publication date on the card, with the expectation that GWNC would reprint when information changed.

A member suggested a “get in touch with the GWNC” message: “Contact your Representative” and “Check Out Our Committees.”

Regarding objectives for the postcard, the following were mentioned: attendance at meetings, community engagement, the hyperlocal and institutional knowledge that members of the GWNC possess (“we know the history of your neighborhood”).

Mr. Starr described the importance of the GWNC map graphic and how it has been used in postcards, flyers, and signage over the years. He showed how the newly updated map from the City Clerk included distracting and unhelpful information, and in some cases, inaccurate labeling—he showed a label of “Miracle Mile” in the middle of the Brookside neighborhood.

He offered that going forward, the GWNC could use the City Clerk map despite these issues or it could try to recreate the map graphically using ArcGIS or another platform. The latter approach was favored by the committee. Mr. Starr agreed to create something for committee review.

Ms. Lewis said educating stakeholders about what we do is meaningful. She emphasized the role of public safety, the condition of streets, new building developments, understanding the relevant laws, and “what the NC pays attention to and resources we can share.”

Regarding the measuring of success, the following metrics were noted: sign up lists, social followers, page visits, newsletter opens, and the number of people at meetings.

There was a discussion of parsing the mailing list and allowing people to sign up for agendas for all committees or just a specific committee. Mr. Starr feared the free MailChimp account did not allow this functionality.

Regarding “talking points,” Mr. Starr said it would not be inappropriate for Outreach to highlight certain committees to start. Ms. Lewis asked about “shorthand for each committee.”

Mr. Cavalier suggested tabling events could be equipped with different colored sticky notes, and visitors could be asked to write down their name and what they love about Greater Wilshire, or their answer to a “what if” series of questions, as follows:

*Prompts with Example Answers:*

*What if kids had.....?*

- *Kid responses: More playgrounds, a giant slide, an ice cream festival.*
- *Adult responses: After-school art classes, safe bike paths, more sports leagues.*

*What if the streets...?*

- *Kid responses: Were rainbow-colored, had hopscotch everywhere, no cars allowed.*
- *Adult responses: had better lighting at night, had better sidewalks, had murals on every block.*

*What if the community..?*

- *Kid responses: Had a big parade every month, shared toys, played games together.*
- *Adult responses: Gathered for block parties, helped seniors with errands, planted gardens together, hosted multicultural festivals.*

*What if we all built...?*

- *Kid responses: A giant treehouse, a skate park, a fort.*
- *Adult responses: A community garden, a new playground, a tool library, a neighborhood mural.*

*What if the future of our neighborhood was...?*

- *Kid responses: Full of candy stores, a place with more pets, everyone has fun.*
- *Adult responses: Green and sustainable, kid-friendly and safe, known for music and the arts, inclusive and welcoming.*

*What if Greater Wilshire became known for...?*

- *Kid responses: The best Halloween, the friendliest dogs, the biggest playground.*
- *Adult responses: Its beautiful parks, strong neighborhood pride, food and culture, being the friendliest place in Los Angeles.*

Mr. Starr shared a quote from GWNC Board Member, Charles D'Atri, suggesting it could be abbreviated for future use: (as edited) "Together we've gotten help for many of the problems we face – traffic, crime, parking, insensitive development and a sometimes-uncaring political class which prioritizes careerism and posturing over our neighborhood... There are people who care and want to help in city government... Knowing who to reach out to in tough situations is the difference between success and failure... We work with our neighborhoods to sort out the difficult processes of city government."

*The following item was taken up at the end of the meeting:*

**Ms. Harvey moved and Mr. Starr seconded that the GWNC allocate \$170 for postcard printing and deliver. The motion carried by a unanimous vote of the four (4) members present.**

### 3. Acts of Engagement

This was not taken up.

### 4. Volunteers

This was not taken up.

## VI. NEW BUSINESS

### A. Social Media Plan

#### 1. Channels

##### a. Goals 30/60/90

#### 2. Timelines and Templates

The following was proposed: that meetings be announced 7 days prior to the meeting date, that agendas be posted to our “story” (Instagram) the day the agenda posts, that one day prior to the meeting there be a “static and a story countdown,” that one hour before the meeting there be a “story reminder” and information on how to join, that during the meeting someone would “go live,” and that a day or two after the meeting, a recap would be posted including what was covered and what to look forward to.

Mr. Cavalier stressed the importance of an updated Linktree. He said it should include individual committee links.

3. Content
  - a. Digital Media Policy
  - b. Create/repost

These were taken up previously

- B. Recruitment of New Committee Members

This was not taken up.

## VII. UPCOMING GWNC OUTREACH EVENTS AND MEETING

- A. Requests for possible future agenda items

There were none.

- 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 12:33 p.m.

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