



Greater Wilshire Neighborhood Council
Outreach Committee

October 21, 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 October 21, 2025. **Committee secretary, Conrad Starr, called the meeting to order at 6:31 p.m.** He explained that committee chair, Jesseca Harvey, could not attend and that he had offered to chair the meeting in her absence.

B. Roll Call

Mr. Starr called the roll. One of the five Committee Members was present at Roll Call: Mr. 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 NOT able to take such votes.]* **Dave Cavalier, Ms. Harvey, Rochelle Lewis, and Sixto Sicilia were absent.**

One member of the public was in attendance according to Zoom’s “attendees” list.

Mr. Starr said if no other committee member was present at 6:41 p.m., he would end the meeting at that time. If only one joined by then, he would wait until 6:45 p.m., and if a quorum was not present by then, he would end the meeting.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. ADMINISTRATIVE ITEMS

As no quorum was present and no other committee member arrived by 6:41 p.m., this and subsequent items were not taken up.

Mr. Starr declared the meeting adjourned at 6:42 p.m.

A. Review and Adoption of Minutes: (Secretary)

1. 9-16-2025 Regular Meeting Minutes
2. 9-10-2025 Special Meeting Minutes

B. Committee Membership - Seeking to Join, Departing

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

IV. CHAIRPERSON'S REPORT

V. COMMITTEE MEMBER REPORTS

- A. GWNC Tabling Postcard (Starr) (Discussion only)
- B. Mid-City NC Survey (Starr)

VI. OLD BUSINESS (Discussion and Possible Action)

A. Larchmont Family Fair

1. Event Logistics
 - a. Event Lead
 - b. Setup/Teardown/Storage Trips
 - c. Staffing Schedule / Volunteers
 - d. Branded Merch/Giveaways/Activities
2. Event Marketing
 - a. Pre-Event Marketing
 - b. Photography at Event
 - c. Post-Event Marketing

B. Social Media Coordinator

1. Possible Motion: The Outreach Committee recommends that the GWNC appoint _____ to be Social Media Coordinator, to post GWNC and City event notices and messages to GWNC's approved social media channels, including Instagram, Nextdoor, X, Facebook, and Linktree; and to its website, www.greaterwilshire.org; in compliance with the Digital Media Policy and as directed by GWNC Committee Chairs and/or Officers; and to send emails to GWNC's listserv as requested and approved by the GWNC Outreach Committee Chair or the GWNC President.

C. Graphics Templates in Canva for Meeting Announcements

VII. NEW BUSINESS (Discussion and Possible Action)

A. CicLAvia, November 22, 9-3

1. Possible Motion: The GWNC Outreach Committee will [participate/request to cancel its participation] in CicLAvia on Melrose on November 22nd
2. Event Logistics:
 - a. Event Lead
 - b. Setup/Teardown/Storage Trips
 - c. Staffing Schedule / Volunteers
 - d. Branded Merch/Giveaways/Activities

- 3. Event Marketing
 - a. Pre-Event Marketing
 - b. Photography at Event
 - c. Post-Event Marketing
 - B. “Welcome/About Us” for Website (greaterwilshire.org/about)
 - C. GWNC Video Recordings/YouTube Library
 - 1. Environmental & Sustainability 10-16-25 Meeting
 - 2. Older videos
- VIII. FUTURE OPPORTUNITIES/PROJECTS (Discussion and Possible Action)
Any of the following may be brought up for discussion and possible action by a Committee Member.
 - A. Partnering with CBOs (e.g., KYCC)
 - B. Block/Geographic Area Beautification/Cleanup/Graffiti Abatement
 - C. Tablings/Outreach Opportunities
 - 1. Upcoming HOA, Neighborhood Association Events
 - a. Windsor Square Association Annual Meeting 11/17
 - b. Windsor Village?
 - c. LVNA?
 - d. LUNA?
 - e. HPHA?
 - f. Citrus Square?
 - g. La Brea Hancock?
 - h. SASNA?
 - i. RWNA?
 - j. other?
 - D. Creation of a Tabling Packet and Tabling Supplies Checklist, Instructions, and Kit
 - E. New Neighbor Packet
 - F. Newsletter
 - G. Website Improvements/Refresh/Redesign
 - H. Internal Marketing Request Form (“Social Media Request Form”)
 - I. Internal Event Request Form
 - J. Citizen Recognition Award Updates to Name, Process, etc.
 - K. Community Survey
 - L. Larchmont Chronicle Ad Redesign, Committee Lead
 - M. Recruitment of New Committee Members

- IX. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)
 - A. Larchmont Family Fair, October 26, 2025, 12-5
 - B. CicLAvia, November 22, 9-3
 - C. Next Outreach Meeting: Tuesday, November 18, 2025 at 6:30 PM on Zoom:
<https://us02web.zoom.us/j/98276791581>
- X. REQUESTS FOR FUTURE AGENDA ITEMS (Discussion and Possible Action)
- XI. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)
- XII. ADJOURNMENT

As indicated above, the meeting was ended at 6:42 p.m. due to a lack of quorum.

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