

CITY OF LOS ANGELES

CALIFORNIA



GREATER WILSHIRE NEIGHBORHOOD COUNCIL

Outreach Committee

Meeting Agenda

Tuesday, January 20, 2026 at 6:30 PM

J.C. Fremont Branch Library

6121 Melrose Avenue, Los Angeles, CA 90038

Supporting Documents:

<https://greaterwilshire.org/OCdocs/>

Greater Wilshire Neighborhood Council Governing Board Members

President - Jennifer DeVore
Vice President - John Gresham
Secretary - Rochelle Lewis
Treasurer - Patricia Carroll
Assistant Secretary - Dave Cavalier

Area 1 - Brookside: Tony Gittelson
Area 2 - Citrus Square: Erika Stuart
Area 3 - Country Club Heights: *Vacant*
Area 4 - Fremont Place: Julie Dalton
Area 5 - Hancock Park: Jennifer DeVore
Area 6 - La Brea-Hancock: Sixto Sicilia
Area 7 - Larchmont Village: Natalie Irby
Area 8 - Melrose: Richard Gano
Area 9 - Oakwood/Maplewood/St. Andrews:
Rochelle Lewis
Area 10 - Ridgewood-Wilton/St. Andrews Square:
Patricia Carroll
Area 11 - Sycamore Square: Conrad Starr
Area 12 - Western-Wilton: MJ Anderson
Area 13 - Wilshire Park: John Gresham
Area 14 - Windsor Square: Gary Gilbert
Area 15 - Windsor Village: Drew Kiesow
At Large: Mark Alpers
Renter: Dave Cavalier
Business: Romi Cortier
Education: Scott Appel
Religion: Charles D'Atri
Other Nonprofit: Brian Curran

GWNC Outreach Committee:

Jessica Harvey - Chair
Conrad Starr - Secretary
Dave Cavalier

Committee Vacancies: Multiple

Direct Committee Inquiries to:

outreach@greaterwilshire.org

I. WELCOMING REMARKS

- A. **Call to Order** (Jessica Harvey)
- B. **Roll Call** (Secretary)

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

III. ADMINISTRATIVE ITEMS (Discussion and Possible Action)

- A. **Review and Adoption of Minutes:** (Secretary)
 - 1. 12-16-2025 Regular Meeting Minutes
 - 2. 01-09-2026 Special Meeting Minutes
- B. **Committee Membership** - Seeking to Join, Departing
 - 1. Possible Motion to recommend the appointment of members to the Outreach Committee.
 - 2. Ethics Training Link: <https://localethics.fppc.ca.gov/> for non-Board members.

IV. PRESENTATIONS

V. CHAIRPERSON'S REPORT

VI. COMMITTEE MEMBER REPORTS (Discussion only)

- A. **Email List Sign-ups** (Starr)

VII. OLD BUSINESS (Discussion and Possible Action)

- A. **Selection of GWNC-Branded Merchandise to Purchase** (In October 2025, GWNC

approved a motion to allocate up to \$500 for giveaways such as branded bottle openers, refrigerator magnets, rulers, yardsticks, stickers, or other items which can be used at GWNC tablings and events.)

1. **Possible Motion:** The Outreach Committee approves the item and design of [GWNC Branded Merchandise] from [vendor] in [quantity].

B. Approval of Sandwich Board Signage Design

Possible Motion: The Outreach Committee approves _____ design for the Sandwich Board.

C. Signage Order Status for Pop-up Sign and Sandwich Board Sign

D. Stakeholder Survey (Mr. Cavalier)

1. Internal & External Calls-to-Action to Drive Winter 2026 Survey Participation
 - a) Email to GWNC Subscribers
 - (1) Send Schedule
 - (2) Send Logistics (account to use, etc.)
 - b) Social Posts to Nextdoor, X, Facebook, and IG
 - c) Press Release for Chronicle, Buzz, and Beverly Press
2. Survey Outreach Review
 - a) Email Touchpoints
 - b) Poster Distribution
3. Graphical Elements
 - a) Larchmont Buzz Email Banners
 - b) Instagram
 - c) Twitter
 - d) Facebook
 - e) Poster
 - f) Mailchimp Image
 - g) Website Post Image
 - h) Slide to share on Zoom meetings
4. Review of Survey Engagement Data from Redirection Hits and Survey Responses

E. CD5 Tree Planting Celebration - Jan 24 9 a.m. to 12 p.m. in Country Club Heights - Tabling Opportunity

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) During/Post-Event Marketing

F. **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.

VIII. **NEW BUSINESS** (Discussion and Possible Action)

- A. **"Welcome/About Us" for Website** (greaterwilshire.org/about)
- B. **GWNC T-Shirts for Tabling/Giveaways**
- C. **"Coffee with the Council" series with the GWNC and area Neighborhood Associations** (Cavalier)
- D. **Campaign to Increase Email Subscribers** (Starr)
 - Set goal - 1,000 subscribers? 1,200?
 - Include a link in board members' email signatures to join the mailing list.
 - Include a link and graphic in each outgoing email blast - ask Clayton (webmaster) or do our own research to learn ways to "forward email to a friend" with a "call to action"
 - Ask all committee chairs to show a QR code with a link to sign up at the start of their Zoom meetings and to provide a verbal encouragement to do the same at each meeting
 - Share a link and messaging with area NA/HOA organizations.
- E. **Annual Calendaring of Events and Opportunities**
 - Preparedness Month (April and September)
- F. **Possible Motion:** The Greater Wilshire Neighborhood Council Outreach Committee recommends that the GWNC Board release the GWNC Winter 2026 Survey on [date tbd] in Spanish and Korean, and that the neighborhood council allocate up to \$500 for outreach activities to encourage participation.
- G. **Possible Motion:** The Greater Wilshire Neighborhood Council Outreach Committee recommends that the GWNC Larchmont Chronicle monthly ad in [month(s) tbd] be dedicated to advertising the Winter 2026 Survey in Spanish and Korean.

IX. **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
- 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. Larchmont Chronicle Ad Redesign, Committee Lead
- L. Recruitment of New Committee Members
- M. Making Available GWNC Video Recordings/YouTube Library

X. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

- A. **Next Outreach Meeting:** Tuesday, February 17, 2026 at 6:30 PM over Zoom.

XI. REQUESTS FOR FUTURE AGENDA ITEMS (Discussion and Possible Action)

- A. **ShineLA Hollywood Cleanup** on April 25, 2026

- 1. Possible Motion to recommend that the GWNC participate in the ShineLA Cleanup on April 25, 2026.

- B. Evergreen Questionnaire on GWNC Website

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

XIII. ADJOURNMENT

TRANSLATION SERVICE – If you need translation service, please contact the GWNC Secretary at (323) 539-4962 or info@greaterwilshire.org at least 72 hours before the event.

번역 서비스 – 번역 서비스를 요청하려면 행사 개최 72시간 이전까지 주민의회에 알려주시기 바랍니다. 이사회 사무국 연락처 (323) 539-4962 또는 info@greaterwilshire.org 에 접촉하시기 바랍니다.

SERVICIOS DE TRADUCCIÓN – Si requiere servicios de traducción, favor de avisar al concejo vecinal 72 horas antes del evento. Por favor contacte al secretario de la mesa, al (323) 539-4962 o info@greaterwilshire.org.

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- **Our website** 저희 웹사이트 ***Nuestro sitio web:*** (<http://www.greaterwilshire.org>)
- **Display case at the Wilshire Ebell Theater** 월셔 에벨 극장 게시판에 게시 4401 W. 8th Street, Los Angeles, CA 90005 ***En una vitrina expositora en Wilshire Ebell Theater,*** 4401 W. 8th Street, Los Angeles, CA 90005
- **Via e-mail** - subscribe at / 이메일 발송 구독 / ***Por correo electrónico - puede suscribirse en:*** www.greaterwilshire.org
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<https://lacity.gov/government/subscribe-agendas/neighborhood-councils>

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PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website at <http://www.greaterwilshire.org> or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact info@greaterwilshire.org or (323) 539-4962.

RECONSIDERATION AND GRIEVANCE PROCESS – For information on the GWNC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the GWNC Bylaws. The bylaws are available at our Board meetings and on our website at <http://www.greaterwilshire.org>.

NOTICE TO PAID REPRESENTATIVES - If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978-1960 or ethics.commission@lacity.org.