



Greater Wilshire Neighborhood Council
Outreach Committee

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

B. Roll Call

Committee secretary, Conrad Starr called the roll. Three of the four Committee Members were present at Roll Call: Ms. Harvey, Mr. Starr, and Dave Cavalier. [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 4 Committee Seats, or three, so the Committee was able to take such votes.] Rochelle Lewis was absent. Sixto Sicilia had been automatically removed after being absent to three consecutive regular meetings in August, September, and October 2025, in accordance with GWNC Board Rules.

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

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 9-16-2025 Regular Meeting Minutes

Mr. Starr moved to adopt the 9-16-2025 Regular Meeting Minutes. Mr. Cavalier seconded. The motion carried by a unanimous vote of the three members present.

2. 9-20-2025 Special Meeting Minutes

Mr. Starr moved to adopt the 9-20-2025 Special Meeting Minutes. Ms. Harvey seconded. The motion carried by a unanimous vote of the three members present.

3. 10-21-2025 Regular Meeting Minutes

Mr. Starr moved to adopt the 10-21-2025 Regular Meeting Minutes. Ms. Harvey seconded. The motion carried by a unanimous vote of the three members present.

B. Committee Membership - Seeking to Join, Departing

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

There were no member seeking to join or leave the committee.

IV. GUEST SPEAKER: ShineLA Catherine Hood and Alberto Veloso

Ms. Harvey said Catherine Hood had spoken with CD13. They decided to postpone the clean up until April 25, 2026.

V. CHAIRPERSON'S REPORT

Ms. Harvey thanked everyone for their time, support, and efforts for the (October 26, 2025) Larchmont Family Fair, for carting stuff around, and for postcard distribution at neighborhood meetings. Progress was happening and the committee was getting its “sea legs,” she said.

VI. COMMITTEE MEMBER REPORTS

A. Larchmont Family Fair - Recap and Debrief

Mr. Starr read an email report from Nicholas Nuccio of LA Sanitation, as follows:

We have the following data from the fair:

- 32 SORT LA app downloads
- 43 material searches in SORT LA
- 18 plays of the virtual trash sorting game
- 35 tote bags distributed
- 12 flyers distributed

Overall, we thought it was a successful event. Towards the end we had a lot of engagement with

kids playing the sorting game! It was a bit of a learning experience for us, as we had originally

thought the draw was going to be our free tote bags. Instead, the game itself was more successful

at getting kids to come over and engage, which got their parents to download our app!

The event was well run & I did not run into any logistical issues. My only feedback would be that there should be a water bottle refill station next time :)

We'd love to work with you all again in the future! We can bring our app as well as our physical

sorting game to any community events in the area.

Ms. Harvey said we could employ some of the tactics that LASAN had used, such as using a gift as a reward for signing up for the GWNC mailing list.

The committee discussed ways to improve next year.

It was observed that fewer people were requesting “swag” giveaways than in previous years, and that there were fewer prize wheels overall at the fair. This year there were fewer “touchpoints”.

The west side booths were more attractive, while the GWNC was on the east.

Mr. Cavalier thought there were more people from outside the neighborhood who had less investment in the neighborhood.

Mr. Starr said only one person had subscribed to the GWNC email list using the QR code and had later unsubscribed.

B. LUNA November 6 Meeting (Cavalier)

Mr. Cavalier reported that the meeting was fantastic, with 80-plus attendees which was a standing-room-only turnout. GWNC board member, Natalie Irby, checked attendees in, and there were GWNC postcards in the front. Ms. Irby had also brought information on the Ad Hoc Charter Reform Committee. Mr. Cavalier said he “plugged the GWNC” when it was appropriate. LUNA leaders emphasized to people that the Neighborhood Council is the bridge between neighborhood associations and the City Council.

Mr. Starr said only one person had subscribed to the GWNC mailing list from that meeting, which they did by using the QR code.

C. Windsor Village Association November 16 Meeting (Starr, Cavalier)

Mr. Cavalier said it was a wonderful turnout. There were consistent messages from Windsor Village to Councilwoman Katy Yaroslavsky without a “bridge.”

Mr. Starr observed that they were looking to the GWNC for some help. He said they collected 14 new email addresses via the clipboard-mounted sign-in sheet, that two members updated their information already on file through the sign-in sheet, and one subscribed using the QR code. He said the clipboard proved to be a more effective way of collecting email sign-ups than the QR code.

Ms. Harvey proposed the following messaging for social media and the website: “you’ve got this issue. Here’s how we can help.”

Mr. Cavalier asked if the committee could have a quarterly “Coffee with the Council” and invite a neighborhood association leader to have coffee with the NC representative to learn of the neighborhood’s issues in a one-on-one setting.

D. Windsor Square Association November 17 Meeting (Starr)

Mr. Starr reported that he attended the meeting and was given a table. He created and showed a slideshow of photos from GWNC tablings and meetings over the previous several years at that table, with other interspersed slides which highlighted GWNC committees and upcoming meeting dates. Relatively few individuals had approached the table and signed the email sign-up list. In total, three subscribed via the sign-in sheet, two via the QR code, and 1 updated her information via the sign-in sheet.

E. Email List Sign-ups (Starr)

Mr. Starr had already provided data on recent sign-ups. There were now roughly 620 subscribers, compared to around 590 a few months prior, constituting a roughly 5% increase. Starr suggested adding an email sign-ups call to action to board members’ email signatures.

F. Mid-City NC Survey (Starr)

Mr. Starr showed a survey from the Mid-City Neighborhood Council (MINC). Mr. Cavalier said the end/start of the calendar year was a good time to conduct a membership-wide survey, and he would. Be happy to work on it.

It was suggested that the committee hold a special meeting to take up a survey among other items prior to the next General Board Meeting.

G. Graphics Templates in Canva for Meeting Announcements

Mr. Starr showed templates he had adapted from previous designs or created anew. He was in the process of loading all such designs into MailChimp and onto the Posts element of the website homepage.

VII. OLD BUSINESS (Discussion and Possible Action)

A. 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.

This item was postponed without objection.

B. GWNC-Branded Merchandise

This item was postponed to the special meeting without objection.

VIII. NEW BUSINESS (Discussion and Possible Action)

A. The Great Los Angeles Walk, November 22

After a brief discussion, **it was agreed to postpone the item indefinitely** without objection.

B. CicLAvia, November 23, 9-3

1. Possible Motion: The GWNC Outreach Committee will [participate/request to cancel its participation] in CicLAvia on Melrose on November 23rd

Members discussed the challenges of logistics, that there were few confirmed volunteers, and that there were no branded giveaways.

Mr. Starr moved that the Outreach Committee preferred not to participate in CicLAvia on November 23rd. Ms. Harvey seconded. The motion passed by a unanimous vote of the members present.

Ms. Harvey noted that the East Hollywood Neighborhood Council had t-shirts among their giveaways at the April 2024 CicLAvia.

The following subsections were consequently not taken up.

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

C. Larchmont Open House GWNC Gift Wrapping Station on Saturday, December 6
Ms. Harvey said the Larchmont Boulevard Association was sponsoring this year.

Ms. Harvey moved that the Outreach Committee will participate in Larchmont's Open House by hosting a gift-wrapping station on Saturday, December 6th. Mr. Cavalier seconded. The motion passed unanimously.

Mr. Starr said he would come and take photos.

D. ShineLA Hollywood Cleanup on Saturday, January 24th

No action was taken due to the clean-up having been postponed to April 2026.

E. GWNC SIGN

- 1. Project Lead

Ms. Harvey and Mr. Starr agreed to be the project leads.

This item would be taken up at a special meeting.

- 2. Redesign of the map and information included

Mr. Starr would lead.

- 3. Size and type.

This item would be taken up at a special meeting.

F. "Welcome/About Us" for Website (greaterwilshire.org/about)

This was not taken up.

G. Postcard Revisions

It was agreed to postpone this item to the special meeting. Mr. Starr would take the lead.

H. Graphic Designer

This was not taken up.

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.

None of the below subitems were taken up.

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

X. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

- A. CicLAvia, November 23, 9-3

It was noted that the committee would not participate this time.

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

It was agreed to hold a special meeting on Sunday, November 23, 2025 at 11:00 a.m. to finalize postcards, the GWNC signs, a survey, and promotional giveaway items (“swag”).

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

Members requested that the following items be discussed: preparedness month, t-shirts, ShineLA

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

XIII. ADJOURNMENT

The meeting was adjourned at 8:05 p.m. without objection.

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