



Greater Wilshire Neighborhood Council
Outreach Committee

November 23, 2025 Special Meeting
MINUTES Approved by the Committee December 16, 2025

I. WELCOMING REMARKS

A. Call to Order

A duly noticed, special meeting of the Outreach Committee of the Greater Wilshire Neighborhood Council (“GWNC”) was held virtually over Zoom (Webinar ID No. 822 4339 8089) on November 23, 2025. Committee chairperson, Jesseca Harvey, called the meeting to order at 11:04 a.m.

B. Roll Call

Committee secretary, Conrad Starr called the roll. All four 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 4 Committee Seats, or three, so the Committee was able to take such votes.]

No members of the public were in attendance.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. SPECIAL BUSINESS (Discussion and Possible Action)

A. GWNC-Branded Merchandise (In October, 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].

Ms. Harvey supported having little things and big things to give away. The types of canvas bags that LASAN had purchased were expensive — \$1,500 for just 200 bags, according to her research.

The committee considered magnets, rulers, yardsticks, bottle openers, stickers, and insulated tote bags (like West Adams had purchased previously). Mr. Cavalier suggested they not select a low-quality bag that would immediately end up in the trash. Mr. Starr reminded the committee that the GWNC had bought branded pens in past years which were popular.

Ms. Harvey directed Mr. Starr to get pricing for coolers and yardsticks; she would get pricing for stickers; Mr. Cavalier would research bottle openers.

No motion was made or vote taken.

B. GWNC SIGN

1. Possible Motion: The Outreach Committee recommends the Board purchase [signs] for up to [cost] from [vendor] with the design as presented.

Mr. Starr showed an updated design for a 6'W x 4'H sign to replace the existing sign used by the GWNC at tablings. The GWNC map featured in the design had been updated with corrected internal boundaries to the GWNC geographic areas, and Special Interest Board Seats had been added as a list. Mr. Starr reviewed pricing from a spreadsheet he shared in the supporting documents (<https://drive.google.com/drive/folders/12o7jIYgwE55MDu4QuRukDg-f5pn10UhS>). A replacement stand for the existing damaged stand (purchased in 2016) was approximately \$150 shipped. The 6'W x 4'H vinyl sign would cost from \$85 to \$125 shipped. Lower-weight vinyl and grommets were less expensive than heavier-weight vinyl and pole pockets. A protective tube was approximately \$40 from Amazon.com.

Mr. Starr then presented an alternative sign option: self-standing, spring-loaded, roll-up signs. Most were for indoor use only. Prices for the roll-up signs ranged from around \$130 for a 33 ½"W x 80"H from NextDayFlyers.com, up to around \$330 for a 48" x 88" premium sign from the same vendor.

It was noted that it would be useful to have an expandable roll-up sign for indoor uses such as neighborhood or homeowners association meetings and in-person town halls. Mr. Starr said it would be good to have the GWNC appear in meeting photographs.

He showed a draft design that would work for the roll-up signs' aspect ratios. He added that he was not pleased with the draft design, which was adapted from the horizontal 4'x8' sign.

Mr. Cavalier suggested it might be more impactful for the sign to focus on call-to-action wording like "how would you improve your neighborhood?" — to focus more on the use case and less on a map or photograph; however, a semi-transparent photo resting behind the words could work harmoniously.

Ms. Harvey showed sandwich board-type signs that were smaller than the roll-up signs Mr. Starr had reviewed with the group. They could be used outdoors. An option favored by Ms. Harvey was around \$155.

Ms. Harvey moved as follows:

The Outreach Committee recommends the Board purchase 1) one backdrop sign of the type that has been in use since 2016 (8x8 frame and 6x4 vinyl sign); 2) one sandwich board sign dimensions 36" x 24" for outdoor events and tablings and 3) one roll-up sign roughly 33" x 80" for indoor use at town halls, neighborhood association meetings, etc.; plus accessories such as bungee cords, zip ties, sandbags, and carrying bags or cases, for a total of up to \$650.00, with design direction as presented by the Committee.

Mr. Cavalier seconded. The motion passed by a unanimous vote of all four members.

C. Stakeholder Survey

Mr. Cavalier showed a draft survey and took feedback from the committee.

After giving feedback, Ms. Lewis left the meeting at 12:24 p.m. There were still 3 members of the committee, so a quorum was maintained and the meeting and voting could continue.

Mr. Cavalier moved that the Outreach Committee submit the Winter 2025-2026 Stakeholder Survey for board approval with a targeted survey launch date of January 12 and end date of February 28; and a report of the results will be delivered to the Board by April 8. Mr. Starr

seconded. The motion passed by a unanimous vote of the three members present. Ms. Lewis was absent.

D. Postcard Revisions

1. **Possible Motion** to request up to \$350 for the printing of GWNC Tabling Postcards with the revised design as presented.

Mr. Starr showed updated designs for side 1 and side 2 of the postcard, which now featured contact information for Senior Lead Officers from LAPD basic car areas 7A33 and 6A77, and Council District and LAPD Basic Car Area boundaries on the map.

Mr. Starr moved that the Outreach Committee request that the GWNC purchase 1,000 double-sided, 5"x7" postcards from NextDayFlyers with the revised December 2025 design and content at a cost of up to \$240 including tax and shipping. Mr. Cavalier seconded. The motion passed by a unanimous vote of the three members present. Ms. Lewis was absent.

IV. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

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

V. ADJOURNMENT

The meeting was adjourned at 1:05 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>.