



Greater Wilshire Neighborhood Council
Outreach Committee

December 16, 2025 Regular Meeting
MINUTES Adopted by the Committee on January 20, 2026

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 December 16, 2025. Committee secretary, Conrad Starr, called the meeting to order at 6:36 p.m.

B. Roll Call

Mr. Starr called the roll. Three of the four Committee Members were present at Roll Call: Jesseca Harvey (chairperson), 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.

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

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Lisha Sevanian, GWNC Board Alternate for Area 9, offered to spearhead a GWNC effort to facilitate a fan activation site for the 2028 Olympics. She said the City planning committee was encouraging Neighborhood Councils to use City/County funding for fan activation sites. It would be “up to our imagination” and bandwidth as to what the GWNC could execute. She expressed the need for corporate partnerships, noting Paramount Studios was nearby. The goal would be to establish a place where people could watch events, have a bite to event, have a photo op, meet with other fans, and interact with athletes.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 11-18-2025 Regular Meeting Minutes

Mr. Starr moved to adopt the 11-18-2025 Regular Meeting Minutes. Mr. Cavalier seconded. The motion carried by a unanimous vote of the three members present.

2. 11-23-2025 Special Meeting Minutes

Mr. Starr moved to adopt the 11-23-2025 Special Meeting Minutes. Mr. Cavalier 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

Ms. Harvey said Ms. Lewis had told her that Max had said he might join the committee.

Responding to Mr. Cavalier, Ms. Harvey said the committee needed members with graphic design and/or social media skills.

Ms. Sevanian said she wished to join the Outreach Committee.

Mr. Cavalier moved to recommend that the GWNC appoint Lisha Sevanian to the Outreach Committee. Ms. Harvey seconded. The motion passed 3/0/0.

IV. PRESENTATIONS

There were none.

V. CHAIRPERSON'S REPORT

There was none.

VI. COMMITTEE MEMBER REPORTS

A. LVNA December 9 Meeting (Starr)

Mr. Starr reported on his outreach at the Larchmont Village Neighborhood Association's in-person meeting on December 9, 2025. He encouraged Ms. Harvey to include in her monthly report an explanation of the neighborhood associations that the committee had attended in its outreach efforts.

B. Email List Sign-ups (Starr)

Mr. Starr reported the following statistics:

- 625 – email subscribers approximately 30 days' prior
- 623 – current email subscribers
- 2 (plus one bot) – organic (unprompted) sign-ups
- 4 - clipboard (assisted) sign-ups
- 3 - unsubscribes in previous 30 days
- 6 - bounces in previous 30 days

VII. OLD BUSINESS (Discussion and Possible Action)

A. GWNC-Branded Merchandise

Mr. Starr led the committee in a review of promotional yardsticks, rulers, pens, and insulated bags. The committee narrowed its preferences to two rulers, and Mr. Starr agreed to request samples for the committee to evaluate at its January 2026 in-person meeting. No motion was made or vote taken.

B. GWNC Signage Designs

Mr. Starr shared designs he had drafted. Mr. Cavalier agreed to draft additional designs in Canva for the committee to review at a special meeting prior to the GWNC January 2026 Board Meeting.

Regarding the board-approved map sign for tabling, it was agreed to order the sign with grommets instead of pole pockets. Bungee cords would also be needed to be ordered.

C. Stakeholder Survey (Mr. Cavalier)

This item was taken up before VII.A. and VII.B.

The following actions were agreed to:

- Determine the main contacts for homeowners' and neighborhood associations.
- Send an email blast from MailChimp
- Post on social media. Mr. Starr would post on Nextdoor and X. Ms. Harvey would post on Instagram and Facebook
- Mr. Starr would include a link to the survey in the January 2026 Larchmont Chronicle ad.
- The committee would consider requesting approval for an ad in the Larchmont Buzz.
- Mr. Cavalier would draft an email to send to HOAs and Neighborhood Associations and a second email that board members could forward to their individual contacts.
- Mr. Starr would create redirections to allow the committee to see which channels were experiencing more clicks to link to the survey.
- Mr. Cavalier would move the survey to the GWNC Google Drive account.
- A press release would go out to the Larchmont Buzz and possibly other news channels.
- Board members would be encouraged to include an invitation to the survey in their email signatures.
- Mr. Cavalier would ask Larchmont Blvd. shops to display a survey invitation poster/flyer in their windows.
- The committee would have a special meeting to have the above initiatives ready for any additional board approval needed to proceed.

D. 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.

VIII. NEW BUSINESS (Discussion and Possible Action)

A. “Welcome/About Us” for Website (greaterwilshire.org/about)

This item was postponed without objection.

B. Graphic Designer

Ms. Harvey explained the need for brand consistency.

Mr. Cavalier said he was knowledgeable in graphics programs and could develop brand colors and a brand kit.

C. GWNC T-Shirts for Tabling/Giveaways

There was discussion. Mr. Cavalier expressed that t-shirts of good quality would be worn more and would lead to more exposure from the wearer.

D. “Coffee with the Council” series with the GWNC and area Neighborhood Associations (Cavalier)

This item was postponed without objection.

E. Campaign to Increase Email Subscribers (Starr)

This item was postponed without objection.

F. Annual Calendaring of Events and Opportunities

This item was postponed without objection.

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 except for K (Community Survey).

- 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

This was taken up under Item VII.C.

- 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. Next Outreach Meeting: Tuesday, January 20, 2026 at 6:30 PM at Los Angeles Public Library John C. Fremont Branch.

This was noted.

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.

Ms. Harvey said there was no new information.

It was agreed to include the following agenda item in the future: Olympics activation sites and other city-imposed initiatives.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

Mr. Cavalier suggested that Board Meetings should place the committee reports first. Mr. Starr suggested communicating the request to the board president.

XIII. ADJOURNMENT

The meeting was adjourned at 8:30 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>.