



Greater Wilshire Neighborhood Council
Outreach Committee

January 9, 2026 Special Meeting
MINUTES Approved by the Committee on January 20, 2026

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. 841 9767 9296) on January 9, 2026. Committee chairperson, Jesseca Harvey, called the meeting to order at 6:33 p.m.

B. Roll Call

Conrad Starr (committee secretary) called the roll. Two of the three Committee Members were present at Roll Call: Ms. Harvey and 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 3 Committee Seats, or two, so the Committee was able to take such votes.] Rochelle Lewis had been automatically removed after being absent to three consecutive regular meetings in October, November, and December 2025, in accordance with GWNC Board Rules. Dave Cavalier arrived later.

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

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. SPECIAL BUSINESS (Discussion and Possible Action)

A. Funding Request to Promote GWNC Winter Survey in the Larchmont Buzz

Possible Motion: The Outreach Committee approves spending up to \$ _____ to promote the GWNC Winter survey in the Larchmont Buzz.

Members suggested a campaign could consist of weeklong (5 days’) email banner campaigns at \$125 each and 5 sticky notes at \$15 each.

Mr. Starr moved that the Outreach Committee recommend that the GWNC spend up to \$325 with the Larchmont Buzz to promote the GWNC Winter Survey online with email and sticky ads. Ms. Harvey Seconded. The motion passed 2/0/0. Mr. Cavalier was absent.

B. Funding Request for Printed Flyers/Posters to Promote the GWNC Winter Survey

Possible Motion: The Outreach Committee approves spending up to \$ _____ to promote the GWNC Winter survey with printed flyers.

Mr. Starr shared pricing for different poster sizes from NextDayFlyers.com.

Dave Cavalier arrived at 6:47 p.m. *[All three members were now present.]*

It was agreed that an 8 ½" x 11" flyer would be better than 11" x 17" for this purpose.

Mr. Starr moved to recommend that the GWNC spend up to \$55.00 to have NextDayFlyers or a similar printer produce 50 flyer/posters to promote the winter survey. Mr. Cavalier seconded. The motion passed 3/0/0.

C. Poster/Flyer Design to Promote GWNC Winter Survey

Possible Motion: The Outreach Committee approves design # _____ as the design for the promotion of the GWNC Winter Survey.

The committee reviewed designs created by Ms. Harvey. There was public comment by Ms. Lewis.

Ms. Harvey moved that the Outreach Committee approve design #0113 as a design for the poster/flyers to promote the GWNC 2026 winter survey. Mr. Cavalier seconded. The motion passed 3/0/0.

D. Internal & External Calls-to-Action to Drive Winter 2026 Survey Participation

1. Email to Board Members
2. Email to HOAs/Nas

Mr. Starr moved that the GWNC send emails to all GWNC Board Members and Committee Members and to known HOA and NA [neighborhood association] contacts with the language created by Mr. Cavalier to encourage them to share with their members and contacts. Mr. Cavalier seconded. The motion passed 3/0/0.

3. Signature Suggestion for Board Members
4. Email to GWNC Subscribers - Email Blast Schedule
5. Social Posts to Nextdoor, X, Facebook, and IG
6. Press Release for Chronicle, Buzz, and Beverly Press

Items III.D.3 through 6 were postponed.

E. Review of Survey Outreach

See F.

F. Review of Survey Engagement (sorted by outreach gesture/redirection)

Mr. Starr shared preliminary survey response data:

- Geographic area: 5 responses from Larchmont Village, 1 response each from Sycamore Square, Windsor Square, Citrus Square, Oakwood - Maplewood - St. Andrews
- Age ranges: 2 from 35-44, 2 from 45-54, 2 from 55-64, 3 from 65+
- Race/Ethnicity: 8 were white, 1 was "prefer not to say"

He reviewed click data:

- Internal emails – 38 clicks
- General survey – 43 clicks
- Homepage – 67 clicks
- Larchmont Chronicle ad – 4 clicks

He explained that testing of redirection links and QR codes would account for 3-4 clicks for each redirection.

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

Possible Motion: The Outreach Committee approves hosting a booth at the CD5 Tree Planting Celebration on Jan. 24, from 9 a.m. to 12 p.m. in Country Club Heights.

Ms. Harvey moved that the Committee approve hosting a booth at the CD5 Tree Planting Celebration on January 24 from 9 a.m. to 12 p.m. in Country Club Heights as long as two non-committee-member Board Members agree by 1/14/26 to volunteer their participation. Mr. Starr seconded. The motion passed 3/0/0.

- H. Approval of Pop-up and Sandwich Board Signage Designs

Possible Motion: The Outreach Committee approves design # _____ as the design for the Pop-up sign and design # _____ for the sandwich board.

There was discussion and public comment from Ms. Lewis.

[For the pop-up sign] **Mr. Starr moved that the Committee approve “the bottom middle design” from Mr. Cavalier, replacing “build” with “create”, ensuring the words “Neighborhood Council” are not cut off on the GWNC logo, and including the website address at the bottom. Ms. Harvey seconded. The motion passed 3/0/0**

It was agreed to POSTPONE the matter of the sandwich board sign.

- I. Review of Larchmont Chronicle January Distribution - Spot Survey as to Who Received January Edition. Possible Request for Free February Ad.

None of the committee members received the January issue. Mr. Starr said he would follow up with the Chronicle and see if they would offer to run the GWNC ad in February at no additional charge.

IV. 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.

V. 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.

VI. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

Mr. Cavalier said he would not be at the January 14, 2026 General Board Meeting.

VII. ADJOURNMENT

The meeting was adjourned at 7:49 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>.