



Greater Wilshire Neighborhood Council
Outreach Committee

January 20, 2026 Regular Meeting
MINUTES Approved by the Committee on February 17, 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 at the J.C. Fremont Branch of the Los Angeles Public Library, located at 6121 Melrose Ave., Los Angeles, CA 90038 on January 20, 2026. Committee chair, Jesseca Harvey, called the meeting to order at 6:32 p.m.

B. Roll Call

Committee Secretary, Conrad Starr called the roll. All three Committee Members were present at Roll Call: Ms. 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 3 Committee Seats, or two, so the Committee was able to take such votes.]

Also in attendance at the meeting (though not necessarily at Roll Call) were GWNC Board Members Tony Gittelson and Rochelle Lewis, and GWNC Stakeholder Max Kirkham.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

This was taken up after Section III to accommodate members of the public who arrived late. Mr. Gittelson announced to the Committee that the Public Safety & Quality of Life Committee was working on a public safety and emergency preparedness forum on a Sunday in April, and he would be following up with the Outreach Committee on ways it could support the effort.

Ms. Harvey mentioned that National Night Out would be taking place in August, and perhaps there could be an opportunity to partner with the LAPD if a date in August were considered. Mr. Cavalier mentioned that preliminary data from the 2026 Winter Stakeholder Survey pointed to a shared concern around crime and safety.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 12-16-2025 Regular Meeting Minutes

Mr. Starr moved to adopt the 12-16-2025 Regular Meeting Minutes. Ms. Harvey seconded. The motion carried by a unanimous vote of the three members present.

2. 01-09-2026 Special Meeting Minutes

Mr. Starr moved to adopt the 01-09-2026 Special 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 motions.

IV. PRESENTATIONS

There were none.

V. CHAIRPERSON'S REPORT

There was none.

VI. COMMITTEE MEMBER REPORTS

A. Email List Sign-ups (Starr)

Mr. Starr reported that he had added more than thirty survey respondents who had opted in to email communications to the MailChimp email list.

VII. OLD BUSINESS (Discussion and Possible Action)

A. Selection of GWNC-Branded Merchandise to Purchase

The committee discussed samples of promotional green rulers received from ePromos and 4imprints and agreed the ePromos ruler was the better option.

Mr. Starr moved that the committee chose the dark green ruler from ePromos and have 300 printed for giveaways. Mr. Cavalier seconded. The motion passed unanimously.

Mr. Starr calculated the total cost with tax and shipping and determined the final cost to be more than the \$500 the board had previously approved.

Starr moved to request \$75 in additional funds from the Board for overages to cover the tax and shipping on the rulers. Ms. Harvey seconded. The motion passed unanimously.

B. Approval of Sandwich Board Signage Design

After reviewing the designs, the committee agreed the "Let's Talk" design was the best.

Mr. Starr moved that the Outreach Committee approve the "Let's Talk" design and forward it to the board for design approval. Ms. Harvey seconded. The motion passed unanimously.

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

Mr. Starr reported that the pop-up sign was in the process of being ordered.

D. Stakeholder Survey (Mr. Cavalier)

Mr. Starr agreed to send a survey invitation to GWNC subscribers via MailChimp and to follow up with a reminder one week prior to the closing of the survey on February 28th.

Ms. Harvey said she had posted to Instagram. Mr. Starr would post to Nextdoor and X.

It was agreed not to prioritize issuing a press release.

It was agreed to provide a survey link to CD5 and CD13 for their newsletters.

E. CD5 Tree Planting Celebration

Mr. Starr and Mr. Cavalier agreed to pick up the tabling items at storage. Mr. Starr and Ms. Harvey would be present for the duration of the tabling and would return the items to storage.

F. Social Media Coordinator

This item was not taken up.

VIII. NEW BUSINESS

Items VIII.A through VIII.E were not taken up. The next item to be taken up was VIII.F.

A. “Welcome/About Us” for Website

B. GWNC T-Shirts for Tabling/Giveaways

C. “Coffee with the Council” series with the GWNC and area Neighborhood Associations

D. Campaign to Increase Email Subscribers

E. Annual Calendaring of Events and Opportunities

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.

This item was discussed but no motions were made or actions taken.

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.

No motions were made or actions taken.

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

Items IX.A-M were skipped.

X. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

- A. Next Outreach Meeting: Tuesday, February 17, 2026 over Zoom.

This was noted.

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

- A. ShineLA Hollywood Cleanup on April 25, 2026

This was skipped.

- B. Evergreen Questionnaire on GWNC Website

There was a brief discussion.

Ms. Harvey suggested holding a “call for artists” to design an alternative graphic for the GWNC Map to be used in marketing and signage.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

This was skipped due to time limitations.

XIII. ADJOURNMENT

The meeting was adjourned at 7:58 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>.