



Greater Wilshire Neighborhood Council
Outreach Committee

February 17, 2026 Regular Meeting
MEETING MINUTES Approved by the Committee March 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 virtually over Zoom (Webinar ID No. 841 9767 9296) on February 17, 2026. Committee secretary, Conrad Starr, called the meeting to order at approximately 6:32 p.m.

B. Roll Call

Mr. Starr called the roll. All three 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 3 Committee Seats, or two, so the Committee was able to take such votes.]

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 01-20-2026 Regular Meeting Minutes

Mr. Starr moved to adopt the 01-20-2026 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 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 additional survey respondents who had opted in to email communications to the MailChimp email list, and the total number of newsletter subscribers was now approximately 720.

VII. OLD BUSINESS (Discussion and Possible Action)

A. Approval of Ruler Board Signage Design

Mr. Starr showed four designs to the committee. The two designs supported by the committee for further work included one with the text, “La Brea to Western, Olympic to Melrose,” and another design featuring a stylized portion of the GWNC logo with the full logo and the city seal in the negative space. Mr. Cavalier offered to help with any design challenges. Mr. Starr intended to work further on a design featuring a cross-section of the street map in the GWNC Area. It was agreed to show the final draft designs to the Board for approval.

No motion was made or vote taken.

B. Signage Order Status for Sandwich Board Sign

It was agreed that the QR Code would direct to <https://greaterwilshire.org/about/>. Ms. Harvey would research whether a double-sided sign was in budget. Mr. Starr would then work with the GWNC Treasurer to place the sign order.

No motion was made or vote taken.

C. Stakeholder Survey (Mr. Cavalier)

1. Promotion of Survey
 - a. Buzz Article – Earned Media

Mr. Cavalier and Ms. Harvey would collaborate.

- b. Buzz Advertising Report

This was reviewed.

- c. Email to GWNC Subscribers

Mr. Starr would craft an email blast the following week.

- d. Follow-up to Neighborhood Orgs

Mr. Starr reported that he had reached out to associations that were not demonstrating engagement after he had previously sent emails to the associations’ point of contact.

- e. Social Posts to Nextdoor, X, Facebook, and IG

Mr. Starr reported that he had generated four posts on Nextdoor targeted to underperforming neighborhoods.

2. Review of Survey – Next Steps
 - a. Data Processing

Mr. Cavalier referred to draft survey plan (<https://drive.google.com/drive/folders/12o7jIYgwE55MDu4QuRukDg-f5pn10UhS>) that covered intake and sorting and committee-level routing.

He would create a trend report with the goal of linking it to City initiatives and legislation in process. Suggestions of topics to take up would be shared with the board and committees. He proposed that the Outreach Committee draft a community-facing external report and cite respondents' areas of concern. Some sort of follow-up to respondents would be an essential opportunity.

Mr. Starr suggested emulating the Spotify Wrapped approach in the targeted emails to respondents, which resonated with the Committee.

The Committee agreed to focus on demographics and neighborhood data at the March Board Meeting, on the survey in the March Outreach Meeting, and in April, to report back to the Board with a slide deck and provide follow-ups to Committees, then at the April Outreach meeting to identify further follow-ups.

3. Review of Survey Engagement Data from Redirection Hits and Survey Responses

Mr. Starr reported.

D. Social Media Coordinator

There were no candidates.

VIII. NEW BUSINESS

A. Frequency of Email Sends - Retention of New Subscribers - Email Fatigue

Mr. Cavalier reported that a number of new subscribers had told him they felt there were too many emails from the GWNC. He advocated for segmentation. Ms. Harvey agreed. Mr. Cavalier suggested sending an email to all subscribers offering a checkbox-style subscription questionnaire. Ms. Harvey suggested a software-based solution. Mr. Starr said it would be added to next agenda to be taken up as soon as the Committee had the capacity, following the survey. He would look into the MailChimp "back end."

B. ShineLA Hollywood Cleanup on April 25, 2026

Ms. Harvey would check with the ShineLA team for updates.

C. Website Improvements

1. "Welcome/About Us" for Website
2. Evergreen Questionnaire /Intake Form on GWNC Website

These items were postponed.

D. Larchmont Chronicle 2x Sized Ad for Future Month

Mr. Starr reported that the Larchmont Chronicle had offered a 1/8-page ad for the price of a 1/16-page ad for a future month of GWNC's choosing after Mr. Starr complained that the January issue was not delivered to several addresses, including all GWNC Outreach Committee members. He noted the time that would be required to reformat the ad for the new size.

Ms. Harvey left the meeting at 8:10 p.m. There were still two members (Cavalier and Starr) present, so quorum was maintained and the meeting could proceed.

E. Call for Artists - GWNC Map "Casual Version"

This was not taken up.

- F. GWNC T-Shirts for Tabling/Giveaways

This was not taken up.

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

Mr. Cavalier spoke briefly on this item, but no action was taken.

- H. Campaign to Increase Email Subscribers

This was not taken up.

- I. Annual Calendaring of Events and Opportunities

- A. 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.

Mr. Starr moved to postpone indefinitely. Mr. Cavalier seconded. In discussion, Mr. Cavalier said he had added a “translation available” link to the top of the survey. **The motion carried by unanimous consent.**

- B. 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.

Mr. Starr moved to postpone indefinitely. Mr. Cavalier seconded.

Ms. Harvey rejoined the meeting at 8:18. All three committee members were now present.

The motion carried by unanimous consent.

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 not taken up.

X. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

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

This was noted.

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

There were none.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

There were none.

XIII. ADJOURNMENT

The meeting was adjourned at 8:19 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>.