



Greater Wilshire Neighborhood Council  
Outreach Committee

March 17, 2026 Regular Meeting  
MINUTES, Approved by the Committee on April 21, 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 March 17, 2026. Committee chairperson, Jesseca Harvey, called the meeting to order at 6:32 p.m.**

B. Roll Call

**Conrad Starr (committee secretary) called the roll. All three Committee Members were present at Roll Call: Ms. Harvey, 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. 02-17-2026 Regular Meeting Minutes

**Ms. Harvey moved to adopt the 02-17-2026 Regular Meeting Minutes as in the Outreach agenda documents. 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

GWNC Board Alternate Slate Donaldson expressed an interest in joining the committee and described his qualifications and marketing experience. Members described the responsibilities of membership. No action was taken.

2. Ethics Training Link: <https://localethics.fppc.ca.gov/> for non-Board members

All members were current with training requirements.

#### IV. PRESENTATIONS

There were none.

#### V. CHAIRPERSON'S REPORT

Ms. Harvey said she was proud of the work the committee had put into signage and the survey. She thanked the members for their hard work.

#### VI. COMMITTEE MEMBER REPORTS

##### A. Email List Sign-ups (Starr)

Mr. Starr reported that few if any unsubscribes had been registered.

#### VII. OLD BUSINESS (Discussion and Possible Action)

##### A. Order Status for Ruler

Mr. Starr reported that once the proof was ready, the GWNC could pay and order the rulers, subject to a 30-day lead time.

##### B. Order Status of Sandwich Board Sign

Mr. Starr reported that the sign should be delivered to his home around March 23<sup>rd</sup>.

##### C. Signage/Tabling Accessories Status (Sandbags, Tube, Velcro straps, etc.)

Mr. Starr said the purchases would be made later.

##### D. Stakeholder Survey (Mr. Cavalier)

1. Preparation of Internal and External Survey Reports
2. Targeted Follow-Up to Respondents
3. Review of Survey Engagement Data from Redirection Hits and Survey Responses

Mr. Cavalier discussed a “mandate” to the GWNC committees, and the fact survey data could be used when filing Community Impact Statements (CIS) in the future. Mr. Starr suggested that the committees could be expected to review rough survey data that fell under their subject matter jurisdiction, which the committee supported.

Mr. Starr proposed that survey results be reported to the board in two phases at the April and May General Board Meetings.

There was discussion of some of the themes that were and were not present in the results. Mr. Cavalier suggested a quarterly survey in the future.

Cavalier showed a slide deck he had created with the use of an AI tool and led a discussion. He argued that the survey results could be shared up to the City departments and could be used to create content for information resources to share with stakeholders and as themes for future town hall endeavors.

Ms. Harvey said the primary objective should be to share survey results with the Board, and the secondary objective would be to share the results with committees.

In public comment, Mr. Donaldson suggested that the committee identify the number one thing it wanted people to do in response to its outreach efforts and to track the progress toward the goal.

Members agreed on a plan to acknowledge the top themes of the survey, provide the board with follow ups for committees to review, to secure board support for a public-facing review of the results.

The committee planned to tentatively hold a workshop to process and discuss survey results on April 2, 2026 to prepare for the Board Meeting.

E. Social Media Coordinator

There were no candidates.

F. MailChimp Subscriber Segmentation

**It was agreed to postpone this item.**

#### VIII. NEW BUSINESS

A. Email/Website Graphics for Board Meetings and LA28 Ad Hoc Committee

Mr. Cavalier created a graphic for the LA28 Ad Hoc Committee during the meeting and shared it with Mr. Starr.

B. ShineLA Hollywood Cleanup on April 25, 2026

It was announced that the cleanup was scheduled for 4 p.m. on the 4<sup>th</sup> Saturday of the month.

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

**The item was postponed.**

E. Calendaring of Events and Opportunities

**The item was postponed.**

#### 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.*

- Call for Artists - GWNC Map “Casual Version”
- GWNC T-Shirts for Tabling/Giveaways
- “Coffee with the Council” series with the GWNC and area Neighborhood Association
- Campaign to Increase Email Subscribers
- Partnering with CBOs (e.g., KYCC)
- Block/Geographic Area Beautification/Cleanup/Graffiti Abatement
- Tablings/Outreach Opportunities

- Creation of a Tabling Packet and Tabling Supplies Checklist, Instructions, and Kit
- New Neighbor Packet
- Newsletter
- Website Improvements/Refresh/Redesign
- Internal Marketing Request Form (“Social Media Request Form”)
- Internal Event Request Form
- Citizen Recognition Award Updates to Name, Process, etc.
- Larchmont Chronicle Ad Redesign, Committee Lead
- Recruitment of New Committee Members
- Making Available GWNC Video Recordings/YouTube Library

Items in Section IX were not taken up.

X. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

- A. Next Outreach Meeting: Tuesday, April 21, 2026 at JC Fremont Library.

This was noted.

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

There were none.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

Ms. Harvey reported that glass windows were being installed in the former Howard Hughes headquarters building on Romaine.

Ms. Harvey then reported that she had called LAPD to report a trespasser at her property. She was placed on hold twice for a total of 45-50 minutes. 9-1-1 referred the call to a homeless outreach team, not to LAPD, and the trespasser would not come from her property after barricading herself inside.

XIII. ADJOURNMENT

**The meeting was adjourned at 8:38 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>.*