



Greater Wilshire Neighborhood Council
Outreach Committee

April 21, 2026 Regular Meeting
MINUTES Approved by the Committee on May 19, 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 John C. Fremont Branch of the Los Angeles Public Library on April 21, 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. 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.]

Dave Cavalier arrived later. Also in attendance was GWNC Country Club Heights representative, Slate Donaldson.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 03-17-2026 Regular Meeting Minutes

Mr. Starr moved to adopt the 03-17-2026 Regular Meeting Minutes as in the Outreach agenda documents. Ms. Harvey seconded. The motion carried by a unanimous vote of the two members present.

B. Committee Membership - Seeking to Join, Departing

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

There was no action.

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

There was no report.

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 the vendor was unable to print the City Seal on the ruler. There was discussion regarding alternative designs.

Ms. Harvey moved to replace the City Seal with the EmpowerLA round logo, omitting the words in the bounding circle. Mr. Starr seconded. The motion passed by a unanimous vote of the two (2) members present.

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

Mr. Starr reported that GWNC President, Jennifer DeVore, had purchased a tube for storing the GWNC map backdrop. He said he would determine how much funding remained from approved motions so additional items could be purchased in the current fiscal year.

C. 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

Committee member Dave Cavalier arrived at 6:52 p.m.

There was discussion of ways the committee could provide data from the survey results to other committees in a way that would be actionable. Mr. Starr suggested that if a custom map such as a Google MyMaps map could be used to compile locations where stakeholders had identified safety and traffic issues, this would help the committees and any City Department, such as LADOT, to identify trends and priorities. Mr. Cavalier said he might be able to use Claude Code to develop such maps.

It was agreed to provide demographic information to committees by request only.

The Committee agreed to tentatively hold a workshop to process and discuss survey results to prepare for the Board Meeting and the planned reports.

D. Social Media Coordinator

There were no candidates.

E. MailChimp Subscriber Segmentation

It was agreed to postpone this item.

F. Email/Website Graphics for Board Meetings

There were no updates. Mr. Starr said he would move this item to “future opportunities.”

G. Larchmont Chronicle 2x Sized Ad for Future Month

It was suggested that this ad could be used for GWNC elections.

H. Annual Calendaring of Events and Opportunities

The item was postponed.

VIII. NEW BUSINESS

A. Western Ave Community Cleanup 5/30 9am-12pm - Possible Motion for GWNC to participate, add its logo, etc.

Mr. Donaldson volunteered to participate in the tabling at the clean-up. There was additional discussion.

Mr. Starr moved to recommend the Board request to add its logo to the flyer for the Western Ave cleanup on 5/30, and that the Outreach Committee participate, provided there were at least 4 volunteers confirmed by the May Board Meeting. Ms. Harvey seconded. The motion passed unanimously (3/0/0).

B. Possible Tabling at Larchmont Spring Block Party - May 9, 2026 - 500 Bl. N. Bronson

Mr. Starr moved that the Committee have an outreach table at the Larchmont Spring Block Party on May 9, 2026. Ms. Harvey seconded. The motion passed unanimously (3/0/0).

C. Farmers Market in Country Club Heights (on 10th Street between Wilton Place and Gramercy Drive) - Possible motion to support, promote, etc.

Mr. Donaldson described past communications on this topic. He said it sounded like CD5 was interested in understanding if there was community support for a farmers’ market at the location.

The Committee took no action.

D. Budgetary Requests for FY26-27

The Committee identified marketing/advertising, t-shirts, and tote bags as possible budget items for Fiscal Year 2026-2027. **No action was taken.**

E. Social Media Request Form

This item was discussed briefly. Mr. Starr showed a previous iteration of the form. **No action was taken.**

F. Accessibility Compliance for Digital Media, Agendas, Flyers, etc.

Mr. Starr described some of the changes that were to be expected. **No action was taken.**

G. Website Improvements

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

These items were 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, May 19, 2026 via Zoom.

This was noted.

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

Mr. Starr suggested that the Committee could identify ways to translate GWNC outreach information and information about City Services, such as LAPD Senior Lead Officers, Parking Enforcement, etc., in other languages spoken by GWNC stakeholders; this could be reimbursable by the Neighborhood Council translation budget.

Mr. Donaldson asked to agendize a Country Club Heights area clean up.

One member asked to agendize a discussion of alternatives to the Larchmont Chronicle and the Larchmont Buzz.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

There were none.

XIII. ADJOURNMENT

The meeting was adjourned at 7:55 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>.