



Greater Wilshire Neighborhood Council
Outreach Committee

May 19, 2026 Regular Meeting
Minutes Approved by the Committee on June 16, 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 telephonically over Zoom, webinar No. 98276791581, on May 19, 2026. Committee secretary, Conrad Starr, called the meeting to order at 6:30 p.m., made welcoming remarks, and outlined the procedure for public comment.

B. Roll Call

Mr. Starr called the roll. Of the three Committee Members, he was the only one present. Committee Chairperson, Jesseca Harvey and member Dave Cavalier arrived later. [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 NOT able to take such votes.]

Also in attendance were GWNC Area 1 (Brookside) Board Director, Tony Gittelsohn and a second GWNC stakeholder who did not provide her name.

Ms. Harvey arrived at 6:33, making two (2) members present, constituting a quorum. The committee was now able to take votes.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Mr. Gittelsohn said he was unable to attend the whole meeting and would comment on items in the agenda as well as general public comment. He said he supported election outreach, and he said the public safety fair being developed by the GWNC Public Safety & Quality of Life Committee would be a good outreach opportunity.

Mr. Cavalier arrived at 6:35 p.m. All three (3) members were now present.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 04-21-2026 Regular Meeting Minutes

Ms. Harvey moved to adopt the April 21, 2026 Regular Meeting Minutes as presented in the supporting documents. Mr. Cavalier seconded. The motion carried by a unanimous vote.

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 their training.

IV. PRESENTATIONS

There were none.

V. CHAIRPERSON'S REPORT

Ms. Harvey reported that she and Mr. Starr had spoken briefly about the survey results. She said the committee needed to schedule a 1-2 hour working meeting to prepare the report for the next board meeting.

VI. COMMITTEE MEMBER REPORTS

A. Email List Sign-ups (Starr)

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

VII. OLD BUSINESS (Discussion and Possible Action)

A. Western Ave Community Cleanup 5/30 9am-12pm

Ms. Harvey said she was unable to attend the cleanup but that she would follow up with Mark Anthony Fuentes of CD 13 regarding logistical questions from the committee and that she would reach out to Lisha Sevanian (GWNC Area 9 Representative) to find out if representatives from her neighborhood would participate in the cleanup.

Members discussed logistics and marketing. Mr. Starr said he would be joined by Board Members MJ Anderson and Slate Donaldson, and former member Max Kirkham also planned to participate.

B. Order Status for Ruler and Postcards

Mr. Starr reported that the rulers and postcards had been ordered.

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

Mr. Starr reported that \$218 remained in the budget category. Ms. Harvey said she would look into local availability of the items so they could be purchased by June 20, the last date the GWNC could use its credit card.

A member of the public said sandbags were available free of charge at local fire stations at different times throughout the year.

D. Stakeholder Survey (Mr. Cavalier)

The Committee agreed to have a working meeting at a later date. Mr. Starr shared drafts of the spreadsheets he would provide to GWNC committees with free responses relevant to their committees. Ms. Harvey and Mr. Cavalier requested and Mr. Starr agreed to remove the

demographics data and retain only the respondent's neighborhood data alongside the columns to be shared with each committee.

E. Social Media Request Form

Mr. Starr said the form could be retooled to include information on accessibility requirements.

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

Mr. Cavalier offered to help develop guidelines for the Board.

VIII. NEW BUSINESS

A. Budgetary Requests for FY 26-27

1. General Advertising/Noticing of Meetings/Events/Town Halls

The Committee recessed from 7:14 to 7:20 p.m.

After some discussion, **Ms. Harvey moved to ask for \$1,600 for general advertising - print and online media and printed flyers in the FY 26-27 budget; Mr. Starr seconded.**

In discussion, Mr. Cavalier said the onus was on the Larchmont Chronicle to give the committee guidance on how to ensure the GWNC ad spend was worthwhile.

The motion passed by a unanimous vote of the three members present.

2. Election Advertising and Outreach

a. Print & Online News

b. Flyers, Door Hangers, etc.

After some discussion, **Mr. Starr moved that to recommend that the GWNC budget \$1,600 for Election Advertising, tentatively split as \$1,100 for print & online and \$500 for flyers, door hangers, etc. Ms. Harvey seconded. The motion passed by a unanimous vote of the three members present.**

3. Giveaways

After some discussion, **Mr. Starr moved to recommend the GWNC budget \$750 for pens, stickers, and/or other giveaways in the FY 26-27 budget. Mr. Cavalier seconded. The motion passed by a unanimous vote of the three members present.**

4. Visibility – T-Shirts, etc.

Ms. Harvey moved to recommend that the GWNC budget up to \$350 on t-shirts for tabling events for volunteers. Mr. Cavalier seconded.

There was public comment.

The motion passed by a unanimous vote of the three members.

5. Translation of Outreach Materials - Information for non-English GWNC stakeholders: postcard, election, SLOs, City Services, etc.

Mr. Starr explained that the funds would be eligible for reimbursement from a City fund of \$60,000.

Mr. Starr moved to recommend the Board budget \$1,000 for translation of postcards, websites, and other stakeholder-facing materials in the FY 26-27 budget. Ms. Harvey seconded. The motion passed by a unanimous vote of the three members.

B. Country Club Heights Cleanup.

The item was postponed without objection.

C. Social Media Coordinator

There were no candidates.

D. Annual 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.

- “Welcome/About Us” for Website (greaterwilshire.org/about)
- Evergreen Questionnaire/Intake Form on Website
- MailChimp Subscriber Segmentation
- Email/Website Graphics for Board Meetings
- Larchmont Chronicle 2x Sized Ad for Future Month
- 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 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, June 16, 2026 via Zoom.

This was noted.

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

Committee members requested a special meeting to discuss giveaways in order to bring a motion to the June Board meeting.

The Larchmont Family Fair would be added to a future agenda.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

There were none.

XIII. ADJOURNMENT

The meeting was adjourned at 8:34 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>.