



Greater Wilshire Neighborhood Council
Outreach Committee

June 16, 2026 Regular Meeting Minutes
Approved by the Committee on August 18, 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 June 16, 2026. Committee secretary, Conrad Starr, called the meeting to order at 6:32 p.m., made welcoming remarks, and outlined the procedure for public comment.

B. Roll Call

Mr. Starr called the roll. In addition to himself, Committee Chairperson, Jesseca Harvey and committee member Dave Cavalier were present. [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 was GWNC Religion Board Alternate, John Halbert.

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

Mr. Halbert commended the committee on its good work.

III. ADMINISTRATIVE ITEMS

A. Review and Adoption of Minutes: (Secretary)

1. 05-19-2026 Regular Meeting Minutes

Mr. Starr noted a correction to the minutes: the addition to a reference to a member of the public who was present and had provided public comment during the meeting. The other members did not remember that she had given her name. **Mr. Starr moved to adopt the May 19, 2026 Regular Meeting Minutes as corrected. Mr. Cavalier seconded. The minutes were adopted by unanimous consent.**

B. Committee Membership - Seeking to Join, Departing

1. Possible Motion to recommend the appointment of members to the Outreach Committee.
2. Ethics Training Link: <https://localethics.fppc.ca.gov/> for non-Board members.

All members were current with their training. Mr. Halbert said he was checking out the different GWNC committees. Mr. Starr provided information on the committee and encouraged board members who were willing to take on a project to join; otherwise, he said, there were opportunities for non-members to participate at tablings and outreach events.

IV. PRESENTATIONS

There were none.

V. CHAIRPERSON'S REPORT

Ms. Harvey ceded her time.

VI. COMMITTEE MEMBER REPORTS

A. Email List Sign-ups (Starr)

Mr. Starr reported again that few if any unsubscribes had been registered. There were approximately 770 subscribers, he said.

VII. OLD BUSINESS (Discussion and Possible Action)

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

Ms. Harvey left the meeting at 6:40 p.m. and rejoined ten minutes later.

Mr. Cavalier explained his votes on several items brought from the Committee at the General Board Meeting one week prior.

Sometime later, Ms. Harvey added that Lowe's had sandbag weights for around \$40.

B. Stakeholder Survey (Mr. Cavalier)

1. Preparation of External Survey Reports

Mr. Cavalier said there would not be a report until feedback had been received from the committees.

2. Committee Feedback, Reports, and Support

Mr. Starr said there had been preliminary feedback from the Environmental & Sustainability Committee.

Ms. Harvey returned at 6:50 p.m. At this time, she assumed the role of chair.

3. Survey Feedback for Outreach Action

Mr. Cavalier said he would add an email contact to the bottom of the survey.

4. Outreach Committee Report

Ms. Harvey reported that she had "dropped" survey response columns relevant to the Outreach committee into Chat GPT, which provided an overview statement, that Greater Wilshire was a "beautiful, walkable, historic, diverse, connected collection of neighborhoods with a small-town feel in the heart of Los Angeles."

In further analysis of survey responses, the tool had suggested the following projects: housing workshops, preservation education, adaptive reuse discussions, tree planting, native landscaping,

urban heat mitigation, composting programs, welcome programs, community fairs, social media campaigns, and neighborhood spotlights.

There was further discussion.

Ms. Harvey reminded the committee that it had previously discussed emulating the “Spotify Wrapped” feature. She suggested the GWNC summarize its work with statistics related to Community Impact Statements and other board actions—facts and figures that could be converted into infographics and snippets to share on social media channels.

After further discussion, **Ms. Harvey moved that the GWNC Board approve in concept a year-end annual report listing out the successes and accomplishments of individual committees and the Board, examples: community impact statements, community events, town halls, number of land use projects, stakeholder engagement, etc. Mr. Starr seconded.**

In public comment, Mr. Halbert said the committee was doing good work.

The motion was approved by a unanimous vote of the three (3) members present.

C. Social Media Request Form

Ms. Harvey said it was a priority to disseminate an updated form to the Board. Mr. Starr agreed to share the “back end” form with Ms. Harvey.

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

Mr. Starr had no updates. He would leave the item on the next agenda.

VIII. NEW BUSINESS

A. GWNC Email Template and Workflow

1. Calendaring of email sends for MailChimp limit of 2,000 in 24-hour period

Mr. Starr said he had invited the GWNC President and Secretary to attend the meeting as this topic affected anyone who posts agendas, but neither was able to attend. He explained that with 700 email subscribers, the GWNC could effectively only send two email blasts in a 24-hour period.

2. Use of native MailChimp email builder versus HTML-based email builder — workflow and division of responsibilities for Outreach Committee and GWNC Secretary

Mr. Starr shared his screen. He explained that the GWNC was currently using the legacy editor in MailChimp in order to allow the GWNC Secretary to copy and paste the “footer” content from one email to the next, with the Outreach Committee maintaining the source copy of the footer content to keep it update and to add meeting and other community information. Starr explained that the new, preferred MailChimp editor did not allow the user to copy and paste multiple modules from one email to the next, only to copy the entire email. He explained why this would lead to more work for the Secretary and others.

There was no action, but it was generally agreed to keep the current system in place using the legacy editor.

Ms. Harvey requested the Mr. Starr schedule a meeting with the GWNC external webmaster (UmeWorks). She suggested there might be ways that technology could reduce duplicated efforts across the maintenance of the Google Calendar, the homepage posts, and the MailChimp emails, all which need to be updated whenever a committee canceled a meeting or scheduled a meeting outside of its regular schedule.

B. Netlify Account

Ms. Harvey moved to recommend the Board approve the creation of a GWNC-owned Netflix account that uses outreach@greaterwilshire.org as its login. Mr. Starr seconded. The motion passed by a unanimous vote.

C. Other Digital Accounts Needed and/or Board Approval Needed

This was postponed.

D. General Advertising/Noticing of Meetings/Events/Town Halls - recommendation that the GWNC approve \$1,600 for print and online advertising in the Larchmont Buzz, the Larchmont Chronicle, Instagram, and/or other print and digital media.

Mr. Starr reviewed the prices for the Larchmont Buzz: an email header at \$125/week and a footer at \$100/week.

Mr. Cavalier suggested working out a discount package. Ms. Harvey suggested the purchase of a business card ad to drive viewers to the website with minimal upkeep and changes by the committee.

After discussion, it was decided that the email banner ad should begin the Wednesday before the board meeting and run through Tuesday, for five days excluding weekends.

Ms. Harvey moved to recommend the GWNC approve the expenditure of up to \$1,200 for email banner ads 5 days per month in the Larchmont Buzz promoting the board meeting, and \$360 for 3 months of business card ads on the Buzz promoting GWNC committees and events, and \$40 for Instagram boosted posts. Mr. Cavalier seconded.

The motion passed unanimously.

E. Giveaways - Motion that the GWNC approve up to \$750 for pens, stickers, and/or other giveaways.

Ms. Harvey moved and Mr. Cavalier seconded as agendized above. The motion passed by a unanimous vote.

F. Refreshments - Motion that the GWNC approve up to \$200 for granola bars, water, candy, and other prepackaged refreshments for tablings and events.

Ms. Harvey moved and Mr. Starr seconded as agendized above. The motion passed by a unanimous vote.

G. T-Shirts - Motion to recommend that the GWNC Board approve up to \$350 for the purchase of GWNC-branded t-shirts for use at Neighborhood Council functions and GWNC events and tablings, with a contribution of one t-shirt to the Congress of neighborhoods for the quilt.

Ms. Harvey moved and Mr. Starr seconded as agendized above. The motion passed by a unanimous vote.

H. Congress of Neighborhoods Quilt

This was taken up above.

I. National Night Out - Motion to have a GWNC table at LAPD Wilshire or Olympic National Night Out on Tuesday, August 4, 2026 provided that each event has a minimum of 4 volunteers.

Ms. Harvey moved and Mr. Starr seconded as agendized above. The motion passed by a unanimous vote.

J. Larchmont Family Fair - Motion to recommend that the GWNC approve up to \$525 for the 2026 Larchmont Family Fair.

This item was postponed without objection.

- K. GWNC Public Safety Town Hall - Recommended Marketing Plan for possible September 27
GWNC Public Safety Town Hall.

This item was postponed without objection.

- L. LAPD Open Houses

This item was postponed without objection.

- M. Social Media Coordinator

There were no candidates.

N. GWNC Email Newsletter Content

1. LA Animal Services
2. Brace & Bolt
3. Great Shakeout

This was postponed without objection.

- O. Annual Calendaring of Events and Opportunities

The item was not taken up.

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”
- “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, July 21, 2026 via Zoom.

This was noted.

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

It was agreed that in July, the Committee would discuss the “about us” page, the social media request form, and other marketing. Members also requested to include a Country Club Heights neighborhood cleanup and donuts for in-person board meetings.

XII. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

Mr. Starr said board members could encourage Council Districts to bring motions to allow Neighborhood Councils to accept donations for events as Council Districts often do.

XIII. ADJOURNMENT

The meeting was adjourned at 8:44 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>.