



Greater Wilshire Neighborhood Council
Outreach Committee

July 27, 2026 Special Meeting Minutes
Approved by the Committee on August 18, 2026

I. WELCOMING REMARKS

A. Call to Order

A duly noticed special meeting of the Outreach Committee of the Greater Wilshire Neighborhood Council (“GWNC”) was held telephonically over Zoom, webinar No. 98276791581, on July 27, 2026. Committee chairperson, Jesseca Harvey, called the meeting to order at 7:04 p.m., made welcoming remarks, and outlined the procedure for public comment.

B. Roll Call

Conrad Starr (secretary) called the roll. All three Committee Members were present: 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.]

Board members John Halbert, Tony Gittelsohn, and Gary Gilbert were in attendance, as was a stakeholder who later identified himself as Jason Richmond. *It was said that Mr. Halbert was a Committee Member, although it was later determined that he had not yet been voted onto the committee.*

II. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

There was none.

III. SPECIAL BUSINESS (Discussion and Possible Action)

A. Safety Fair Promotion

1. Outreach/advertising

Mr. Starr described the objective of identifying milestones in the marketing plan, with channels including the website homepage, the MailChimp email footers, etc. He also identified the need for graphics. He said the meeting would allow the committee to set its goals outside the meeting.

Mr. Gittelsohn was invited to share the draft flyer he had created for the event. He and Mr. Gilbert identified the various partner organizations to the event.

Ms. Harvey asked questions about the event.

Mr. Gilbert said Patty Lombard had told him the Larchmont Buzz would provide free advertising on the condition the GWNC did not book any paid advertising for the event with the Larchmont Chronicle. Mr. Starr asked whether Mr. Gilbert had the authority to make such an arrangement.

In public comment, Jason Richmond suggested that TikTok be treated as an important advertising channel.

Mr. Starr shared a rough advertising plan which he said was available in the supporting documents folder which listed the following deliverables.

- Save the Date Graphic: *It was agreed Ms. Harvey and Mr. Cavalier would work on this*
- Save the Date Email: *It was agreed that this email would be launched within 2 weeks (graphics and press release, push event hard 4 weeks prior).*
- Landing Page
- Registration Site *It was agreed that registration would launch 1 month out.*
 - Registration Confirmation
 - Registration Schedule
- Email Footer: Graphic, Call to Action,
- Press Release
- Media Kit
- Earned Media (Article)
- Tabling Flyer – *It was agreed that a simple graphic and flyer would be ready in time for the National Night Out tabling the following Tuesday.*
 - Save the Date
 - Final Flyer
- Presenter Spotlight Graphic
- Media kit for partners (HOAs, etc.)

See notes above. It was agreed this was a good starting plan for marketing.

B. Larchmont Buzz Advertising Planning

Mr. Starr would email Patty Lombard about advertising in the Larchmont Buzz.

C. Annual Report Planning

It was agreed to postpone this item.

D. National Night Out Tabling Planning

Ms. Harvey would lead the effort at Wilshire Division with volunteer support from Board Members: Sixto Sicilia, Guy Nemiro, and Erika Stuart.

Mr. Starr would attend the Olympic Division event with Charles D'Atri.

IV. UPCOMING GWNC OUTREACH EVENTS AND MEETING (Discussion)

A. Next Outreach Meeting: Tuesday, August 18, 2026 on Zoom.

This was noted.

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

There were none.

VI. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS (Discussion)

There were none.

VII. ADJOURNMENT

The meeting was adjourned at 8:02 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>.