



Greater Wilshire Neighborhood Council Outreach Committee

Saturday, January 6, 2018, 9:00 a.m.

Approved by the committee on February 3, 2018

The Neighborhood Council system enables civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, made up of volunteer stakeholders who are devoted to the mission of improving our communities and bringing government closer to us.

1. WELCOMING REMARKS:

- a. Call to order: Committee Chair Joe Hoffman was present.
- b. In attendance: Committee Members Patti Carroll, Max Kirkham, Tess Paige, and Conrad Starr, along with the Chair, provided the necessary quorum of 5 members. Tucker Carney arrived at 9:20am.
- c. Self-introduction of guests: Frank and Tammy Rosato of the LaBrea Hancock area.

2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

- a. No public comment made at this time.

3. ADMINISTRATIVE ITEMS

- a. **Review and adoption of Minutes:** The November 4, 2017 and December 2, 2017 minutes on a motion by Joe Hoffman, second by Max Kirkham, were both adopted on a 6-0-0 vote.

4. OLD BUSINESS

- a. **Tree give-away and neighborhood canvass**
Item was tabled until a later meeting.
- b. **Emergency Preparedness Programs**
Conrad Starr presented a comprehensive template for a potential Earthquake Preparedness Event to be held in the Spring of 2018. The goal is to encourage personal preparedness by creating an event that no one else is offering with a message that goes beyond the typical “earthquake safety” appeal. One compelling example of this approach was “You will survive but you will be really uncomfortable!” as a simple message with straightforward preparedness solutions. The discussion included modes of presentation: live presentation by a number of preparedness professionals to be followed by break-out sessions for basic first aid, preparing your home emergency kit, etc. and a small fair with vendors and agencies. Additional topics included: web-based component to include video of the main presentation, etc., multi-lingual options, location-specific resources, ongoing programs or information follow-up. Potential venues, dates, and proposed budget to be discussed at the next Outreach meeting.
- c. **Citizen Recognition program**
No recommendations at this time.

5. NEW BUSINESS

- a. **Renewal of Larchmont Buzz advertising**
Business card ad has expired. Renewal rate is \$150 for 4 months. On a motion by Conrad Starr, seconded by Tucker Carney, the committee voted 5-0-1 to recommend the GWNC Board that it

renew the ad for the next 4 months at the current rate.

6. COMMITTEE MEMBER REPORTS

- a. None at this time.

7. COMMITTEE MEMBER COMMENTS OR ANNOUNCEMENTS

- a. The next meeting will be Saturday, March 3, 2018 at 9:00 am at Bricks and Scones.

8. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS

- a. Tess Paige requested that the committee assemble a social media plan/online strategy for the remainder of the year.

9. MEETING ADJOURNED AT 11:00 AM.

PUBLIC ACCESS OF RECORDS -- In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website at <http://www.greaterwilshire.org> or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact info@greaterwilshire.org or (323) 539-GWNC (4962).

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SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE AVISAR AL CONCEJO VECINAL 3 DIAS DE TRABAJO (72 HORAS) ANTES DEL EVENTO. POR FAVOR CONTACTE AL SECRETARIO DE LA MESA, AL (323) 539-GWNC (4962) O INFO@GREATERWILSHIRE.ORG