

CITY OF LOS ANGELES
CALIFORNIA



*GREATER WILSHIRE
NEIGHBORHOOD COUNCIL*

Outreach Committee
Saturday, February 27, 2016, 9:00 a.m.
Approved by the committee on April 30, 2016

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:

Called to order by Fred Mariscal at 9:15am.

Roll call: Fred Mariscal, Joe Hoffman, Patti Carroll; Shirlee Fuqua, GWNC Contract Administrator

Self-introduction of guests: Julie Stromberg, Marty Katz.

2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS

3. ADMINISTRATIVE ITEMS

- a. No items

4. OLD BUSINESS

a. Citizen Recognition Awards.

None at this time.

b. GWNC Elections: Outreach Budget, Deadlines and Updates

No updates at this time.

c. Larchmont Buzz Sponsored Posts follow-up

Having received the approval of the Board for two sponsored posts, it was decided that the first post would be a history and accomplishments of the GWNC and the second would focus on the Get Out the Vote outreach.

d. Larchmont Buzz co-sponsorship and promotion of Larchmont Buzz community coyote meeting and city wildlife management plan

Joe Hoffman reported that the event attracted about 25 people for an in-depth presentation by both County and State Wildlife officials. The event was well received by those in attendance.

5. NEW BUSINESS

a. Updated GWNC web site and hosting plan upgrade

Joe Hoffman presented a plan to upgrade the GWNC web hosting and email in order to modernize our communications and overcome some of the limits of our current hosting provider. He suggested Los Angeles-based Media Temple, Inc. from his decade-long experience with them. The cost would be \$200/year if purchased as a year contract.

b. GWNC Sustainability Committee Parkway Project

Julie Stromberg presented the GWNC Sustainability Committee Parkway Project (the “Parkway Project”). In partnership with California Greenworks, Inc., the GWNC Sustainability Committee is devising an outreach program to educate stakeholders on the proper care of trees in parkways with emphasis on the importance of sustainable landscaping. There will be two components to the Parkway Project: (1) Outreach and education with a presentation at the GWNC Sustainability Committee meeting on sustainable landscaping and the importance of preserving Los Angeles’ urban forest; and (2) remodeling of an existing residential parkway in the mid-Wilshire area based on a professional design consistent with the principles of the Parkway Project with emphasis on sustainable landscaping. Questions were raised on the legality of funding the remodeling of a parkway project and Ms. Stromberg agreed to check this with the City Attorney. The committee would consider funding for the outreach portion of the project once the program was finalized.

6. COMMITTEE MEMBER REPORTS

A discussion was started regarding the approval and vetting of all public information and advertising to avoid errors.

7. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS

No announcements at this time.

8. Next meeting, March 26, 9:00 a.m.

9. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS

ADJOURNMENT: Meeting adjourned at 10:05 a.m.