

CITY OF LOS ANGELES  
CALIFORNIA



*GREATER WILSHIRE  
NEIGHBORHOOD COUNCIL*

Outreach Committee  
Minutes

Bricks & Scones  
403 N. Larchmont Blvd.  
Los Angeles, CA 90004  
Saturday, November 29, 2014, 9:00 a.m.  
Approved by the Committee 1/21/15

**GREATER WILSHIRE  
NEIGHBORHOOD  
COUNCIL**

419 N. Larchmont Blvd., #331  
Los Angeles, CA 90004

(424) 901-1409

[info@greaterwilshire.org](mailto:info@greaterwilshire.org)

<http://www.greaterwilshire.org>

**Greater Wilshire  
Neighborhood Council  
Governing Board Members:**

President – Owen Smith  
Vice President – James Wolf  
Secretary – Jeffry Carpenter  
Treasurer – Patricia Carroll

Area 1 – Brookside – Owen  
Smith

Area 2 – Citrus Square – Jeffry  
Carpenter

Area 3 – Country Club Heights –  
Frances McFall

Area 4 – Fremont Place – Patricia  
Lombard

Area 5 – Hancock Park – James  
Wolf

Area 6 – La Brea-Hancock – Bill  
Funderburk

Area 7 – Larchmont Village –  
Fred Mariscal

Area 8 – Melrose – Dorian  
Shapiro

Area 9 – Oakwood/Maplewood/St.  
Andrews – Jason Peers

Area 10 – Ridgewood-Wilton/St.  
Andrews Square – Patricia Carroll

Area 11 – Sycamore Square –  
Ann Eggleston

Area 12 – Western-Wilton – Greg  
Wittmann

Area 13 – Wilshire Park – John  
Gresham

Area 14 – Windsor Square – Jack  
Humphreville

Area 15 – Windsor Village –  
Julie Stromberg

At-Large – Jane Usher

Business – John Winther

Education – Clinton Oie

Other Non-Profit – Daniel Whitley

Religion – Mike Genewick

Renters – Joseph Hoffman

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:**

**2. Call to order (Fred Mariscal)**

A. Secretary Patty Lombard called the roll. Members present at roll call were Ms. Lombard, Jane Gilman, Patti Carrol, Joe Hoffman, and Fred Mariscal. Liz Fuller, administrator for GWNC, was also present. (No quorum at roll call.) Committee member Colette Amin arrived later, completing the quorum. City Council Member Tom La Bonge also arrived later (see below).

B. Self introductions of guests - John Darnell, Councilman Koretz's office.

**2. GENERAL PUBLIC COMMENT ON NON-AGENDA ITEMS**

**3. ADMINISTRATIVE ITEMS (Discussion and Action)** (Note: this item was handled after Ms. Amin arrived and a quorum was present.)

A. Review and adoption of October 25, 2014 minutes

- C. Review and adoption of January 25, 2014 minutes (no quorum at Feb. meeting)
- D. Review and adoption of March 29 , 2014 minutes (no quorum at April meeting)
- E. Review and adoption of July 26, 2014 minutes (no quorum at August meeting)

Ms. Gilman moved that all four sets of minutes be approved as written. Mr. Hoffman seconded the motion. It was approved unanimously.

#### **4. OLD BUSINESS**

##### **A. Citizen Recognition Awards (Discussion/Possible Action)**

Discussion of and possible action on potential awardees for coming months. Jane Gilman presented a nomination for Roy Forbes. Ms. Lombard moved to approve Roy for the December meeting. Ms. Gilman seconded. Motion carried. (Note: Henrietta Cosentino is already approved for January or February, depending on her availability.)

##### **B. Neighborhood Walk Events**

Update on plans for Sycamore Square Neighborhood Walk (as previously approved) (Fuller). Ms. Fuller and Ms. Gilman did a test walk around Sycamore Square. Ms. Fuller organized the 40 minute tour, describing the past, present and future of the neighborhood. She drafted a handout. A date needs to be set for the tour. Ms. Fuller will invite committee members for another test run.

##### **C. Social Events (Discussion/Possible Action) – Discussion and possible action to identify and recommend community social (non-issue-oriented) events the GWNC could sponsor/coordinate to boost name recognition and community involvement (Amin) No report.**

##### **D. CD4 Candidate Forum (Discussion/Possible Action)**

Update, discussion and possible action on new plans for joint event with MCWCC. Ms. Lombard reported that she is coordinating with MCWCC. They would rather do the forum on a Sunday at John Burroughs Middle School instead of at the February GWNC meeting. Dr. Steve Martinez has agreed to hold the forum at Burroughs. Ms. Lombard will confirm the new date (considering February 8 or 15) based on the availability of the school and the moderator, hoping to get Kevin Roderick to moderate. Ms. Lombard will follow up with Roderick. Jane Gilman will draft a budget. Colette Amin will contact all the candidates.

#### **5. NEW BUSINESS**

##### **A. Larchmont Buzz advertising (Discussion/Possible Action)**

- i. Report on current cost estimate and approve purchase (Fuller). The committee agreed to run a business card ad only.

##### **B. Migration to MailChimp, Vertical Response or similar service (Discussion/Possible Action)**

- i. Joe Hoffman agreed to research comparative costs, features, etc. and report back to next meeting.  
*(Committee Member Colette Amin arrived at this time, completing the quorum.)*
- ii. Councilman Tom LaBonge spoke about how to make the neighborhood councils work better.

#### **6. COMMITTEE MEMBER REPORTS (including discussion and possible action items, if listed):**

##### **A. Update on Neighborhood “Top 10 Priorities” Lists (Hoffman)**

##### **B. Update on Larchmont Blvd. Zoning Outreach/Conversation (Lombard)**

- i. Progress on assembling map/database showing current uses on Larchmont Blvd.

No Report.

**C. Promotional item purchases (Discussion/Possible Action) –**

- i. Review of costs and possible action on purchase of reusable GWNC Lawn Signs (for neighbors in strategic locations to put out in the days before board meetings) (Whitley) No Report.

**6. COMMITTEE MEMBER COMMENTS/ANNOUNCEMENTS**

**A. Next meeting, Saturday, December 20, 9:00 a.m. (Note date change!)**

B. Patti Carroll reported on attending the Mayor’s Great Streets committee for information on Western Avenue effort. The designation will cover Western - west side of the street, from Third Street to Melrose Avenue. Discussion on driving walkability and commerce for the street.

C. Patty Lombard offered suggestions for increasing our visibility at the Larchmont Family Fair. She suggested a larger banner — 10x8 banner, a photo back drop with a map of the neighborhood. She also suggested giving away reusable water bottles or reusable water containers.

**7. REQUESTS/MOTIONS FOR FUTURE AGENDA ITEMS**

**8. ADJOURNMENT - meeting adjourned at 10:23 a.m.**

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the Chairperson.

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- Our Twitter feed (<http://www.twitter.com/greaterwilshire>)
- NextDoor.com
- The community bulletin board at the Bricks & Scones Café, 403 N. Larchmont Blvd., 90004
- Via e-mail (send a subscription request to [admin@greaterwilshire.org](mailto:admin@greaterwilshire.org))
- Via the L.A. City Early Notification System at <http://www.lacity.org/government/subscriptions/neighborhoodcouncils/index.htm>

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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](mailto:info@greaterwilshire.org) or (424) 901-1409.

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