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COMMITTEE MEMBERS:

Emily Reyes, chair
Ernesto Ramirez
Angela Gilbert
Quintus Jett

West Adams Neighborhood Council
Outreach Committee regular meeting minutes
April 9, 2026
VIRTUAL

Draft minutes — not yet approved

[6:00 pm] Meeting called to order. Emily Reyes presiding.

[6:05 pm] The roll was called.

Present (1): Ernesto Ramirez

Absent (0): none

[6:06 pm] 2. General Public Comment

No major themes raised

No actions taken

[6:10 pm] 3A. Review of Q1 Activities

Discussion: Review of outreach efforts and committee activity across Q1

Increased outreach cadence (email, social, events),
Need for better central tracking (RFI / requests tracker),
Alignment on improving coordination across efforts

[6:25 pm] 3B. March Outreach Report

Discussion:

Review of March performance (email + engagement metrics)

Strong email performance (above benchmark open rates),
Engagement steady, but conversion (clicks, actions) needs improvement,
Opportunity to better connect outreach participation,

[6:35 pm] 3C. Outreach Budget Status & Spend

Discussion: Review of remaining outreach budget and prior spend

Significant funds remaining,

Strong push to fully utilize budget before fiscal year end,

Alignment to invest in:

Physical outreach (mailers, merch),

Community activation (cleanups, events),

[6:47 pm] 4A. Outreach Budget Allocation (Prep for Board Vote)

Discussion: Proposed ~\$5.8K allocation:

Breakdown (APPROX)

Direct Mailers (3,000) ☒ ~\$2,400

Cleanup Supplies ☒ ~\$1,400

311-informed Materials ☒ ~\$200

Branded Hats ☒ ~\$1,800

Direct mail identified as highest-impact growth channel,

Physical presence (events + merch) critical for visibility,

Data-driven outreach (311 insights) adds strategic value,

Action: Prepare for April Board approval vote

[6:55 pm] 4B. Community Engagement Initiatives

Baldwin Hills UVI Map,

Reviewed tool for identifying community needs and hotspots

Opportunity to guide outreach strategy using data

UNNC Map Event (April 11) -

<https://experience.arcgis.com/experience/234241312ca14ff291653923ebf8415b>

Discussed participation in upcoming event

Seen as opportunity for:

Visibility,

Partnerships,

Community engagement,

[7:05 pm] 4C. NPG Pipeline

Discussion: Need to increase awareness of Neighborhood Purpose Grants

NPG underutilized ☒ outreach opportunity,

Plan to:

Launch social media campaign,

Drive more applications

[7:14 pm] action items

Plan a food-based community event; define format (BBQ, vendor pop-up, or partner event), identify local partners, pilot a small version, and align budget,

Execute direct mail campaign; finalize messaging/design, target 90016, align with events/initiatives, and include QR codes to track engagement,

Use data-driven outreach; leverage 311 hotspots and mapping tools to target neighborhoods, guide messaging, and inform event placement,

Grow NPG pipeline; launch social/email awareness campaign and directly outreach to potential applicants,
Improve conversion to action; add clear CTAs to all outreach and track attendance, signups, and participation,
Centralize outreach tracking; clean up and standardize tracker for requests, partnerships, and initiatives,
Increase physical presence; invest in branded materials and use cleanup events to drive visibility and engagement,
[7:15 pm] Meeting adjourned.