



Mar Vista Community Council



AGENDA & MINUTES

Outreach Committee

<http://www.marvista.org/outreach-committee.php>

Thursday, Feb 8th 2018, 6:30pm

Mar Vista Library (SW corner of Venice/Inglewood Blvd. intersection)
Community Room

1. **Introductions** ~ WELCOME!

Present: Nanette P (MVNA); Pat K (NONA); Rob K (MVCC); Holly T (MVCC); Sara R (MVCC); Michelle K (MVCC); Kalani W; Donna S; Jerry H (Westdale); Bill B

2. **Minutes** – 10/12/17, 11/9/17, 11/16/17 minutes approval none

3. **Public Comment**

Kalani: ¿cross-pollinate with existing associations: scouts, leagues.
¿Stage a “community day” with food trucks. Need a way to engage w/community. MV Park? Alternative for Fall Festival?
¿ Advertise in Argonaut; establish a presence in local papers. Argonaut is calendar, Star is featured articles. Venice Beachhead

Sara: Need personnel, organization, scheduling. Communications subcommittee?

4. **Old Business** - None

5. **New Business** ~ **Outreach strategy**

Strategy is a function of understanding what people want from MVCC.

Donna: ppl want a voice; feels there is none. Clear what NAs do, not MVCC. Without communications, community feels blind-sided. “Here’s What We Do”. Part marketing/part informing, engaging

Jerry: People engage with single issue when angry; how to engage broader interaction

Rob: Activation follows anger

Nanette: “Communication funnel” via NAs, outreach at other civic/community activities, e.g. MV Park, local ball games, other family activities. Reach beyond FM, capture more diversity of groups.

In-person outreach via flyering, conversation at USPS, CVS, Vons
Bill: Need entry point to system when unable to attend meeting

A. Events

I. Farmer's Market

- a. Tents, Featured groups
 - i. Scheduling; historical, plans moving forward
 - ii. Identify coordinator of FM strategy
 - iii. Encourage committees, neighborhood groups, guests for rotation; board members "office hours"
 - iv. Maintain Committee Actions Binder

Contingent on task accepted by committees; could be assisted by ipad.
Low priority in this format but something to showcase ongoing committee work is important.

- v. Onsite signup with ipad.

Traditional presence, specific population reached; scheduling and coordinator still needed.

II. Monthly speaker series/Town Hall

- a. Logistics: solicit and assist committees
 - i. Youtube channel
- b. PLUM, SB827 discussion
- c. Great Streets, Lane reduction

tabled

III. Fall festival

- a. Review insurance impediments
- b. Coordinate with Park manager, old committee

tabled

B. Communications

I. In-person

- a. Newsletter (springtime)
 - i. Writers, graphics interest in the community?

Not much interest. What communications there are needs to remain inviting, cheery. However, there remain many who do not engage social media or the FM; diversity of outreach is critical. So "old-school" must be retained.

- b. Committee Actions Binder (on display at FM; cf 5.A.I.a.iii above)
- c. Brochure, in-progress
 - i. Committees general meeting schedule and missions

Mission statements too generic; specificity needed. Answer question:
¿What do each cmte engage in?

NA maps useful

Useful outreach via apartment managers, realtors-

In-person outreach, conversation, flyering at USPS, CVS, Vons

- d. Community group partnership-reps for meeting attendance
 - i. neighborhood associations

Three represented tonight; involvement can be only minimal. See “funnel of communications” below – applies at NA level as well as community newspapers.

- ii. neighborhood watches
- iii. block captains
- iv. advocacy groups

per conversation in New Business, setup a “funnel of communications” for alerting local media of events, information. Regular events. Set up central banners in the community?

II. Electronic

- a. Website
 - i. Access, revise photos

Update director and committee pages, increase visibility, access

- b. Eblast
 - i. Secretary’s purview
- c. Social media (FB, NextDoor, Twitter)
 - i. Identify social media coordinator
 - ii. ND: Need ArcGIS coords from DONE
 - iii. Need Twitter, FB, youtube accts?
 - i. What was used for MVNA feed?

- d. Email list expansion –
 - i. Committees (opt out letter needed)
 - ii. Liaison, allied groups (opt in letter needed)

Signin sheets need explicit opt-in, agreement for inclusion on email lists via mailchimp. Standardized form to send around to committee heads w/signin disclaimer.

Tablet could be useful for automatic signups at committee meetings. Visibility

III. Promotional swag

- a. **Motion item:** \$7500 budget via ExFin for small-medium-large purchases
- b. Dynamos already purchased
- c. Post-its – trash bag holders – seat cushions – notepad w/pen – mug ???

tabled

6. Public Comment

7. Future Agenda items

- A. policy motion formalizing availability of MVCC outreach funds for neighborhood associations (MVCC zone directors)?
- B. Review mission statement?
Websites' may be adequate.

8. Adjourn (by 7:45pm)

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