



Mar Vista Community Council



AGENDA

Outreach Committee

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

Friday, April 13th, 2018, 6:30pm

Coffee Connection (SE corner of Centinela/Venice Blvd.)
Parking in lot on Pacific south of the coffee house

1. **Introductions ~ WELCOME!**
2. **Minutes** – 3/8/18, 3/12/18 minutes approval
3. **Public Comment**
4. **Revisit of funding measures from 3/8/18 meeting, BoD approved**
\$4718.40 total appropriations voted on 3/8/18 (\$1K FM tent replacements, \$1K Green Garden PR/printing costs, \$1.5K post-its, \$488.40 seat cushions, \$730 trash bags (safety campaign))
5. **Revisit of funding measures from 3/12/18 meeting, BoD approved**
\$500 Tri-fold promo brochure printing, \$1.5K post-its, \$300.00 Mugs, \$2500 Safety Lawn Sign campaign,
6. **Implementation of promo items**
 - A. Formalize design, vector file
 - I. Honda designs to review
 - II. Promo company update
 - B. Brochure text
 - C. Possible Sunday morning meeting
7. **Formalize Outreach event expenditure procedure**
 - A. **Possible Motion to approve codifying procedure**
8. **Social media strategy**
 - A. **Manager still needed**
 - I. Facebook
 - II. Mail chimp
 - III. Instagram

- IV. Twitter
- V. NextDoor

B. Outreach strategy

- I. Ideas to reach new demographics, youngers, disenfranchised
- II.and to encourage support from BOD members
- III. Update on Social Media strategy

9. Public Comment

10. Future Agenda items

11. Adjourn (by 7:15pm)

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