



Mar Vista Community Council



MINUTES

Outreach Committee

MarVista.org

Thursday, September 19, 2019, 6:30pm

The Coffee Connection, per signage | 3838 S. Centinela Avenue | Mar Vista, CA 90066

Outreach Committee

Kathryn Wheeler - Chair

Ashley Zeldin - First Vice-Chair

Adriana De La Cruz - Second Vice-Chair

MISSION STATEMENT:

To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of the Mar Vista Community Council; including, but not limited to, increasing awareness of and participation in its functions, duties, and decisions.

1. **CALL TO ORDER** - 6:37pm
2. **ROLL CALL (ATTENDANCE)** - Kathryn Wheeler, Martin Rubin, Holly Tilson, Wayne Wheeler, and two additional stakeholders. RES Co-Chair, Mr. LaFerriere, emailed earlier that evening that he would be absent due to work requirements.
3. **WELCOME AND INTRODUCTIONS**
4. **ANNOUNCEMENTS BY REPRESENTATIVES FROM THE CITY OR MVCC** - Nwana President, Mr. Rubin, announced that the Nwana Block Party is Saturday, September 21, and begins at 3pm. He invited everyone to come and provided attendees the latest Nwana newsletter.
5. **READING AND APPROVAL OF MINUTES** - The Chair forgot to bring the copies from the printer carrier at home; therefore, this is tabled until the next meeting.
6. **REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION** - Attendees were provided a printout of the Board's recent motions. After discussion, additional information is needed before actionable.
7. **REPORTS OF CHAIRS**
 - 7.1. TYLER LAFERRIERE - none submitted
 - 7.2. ANNIE BICKERTON - none submitted

7.3. ADRIANA DE LA CRUZ - none submitted

7.4. ASHLEY ZELDIN - none submitted

7.5. KATHRYN WHEELER - Available on Outreach Committee's web page under Resources

8. STANDARD ORDER OF BUSINESS

8.1. UNFINISHED BUSINESS (60 minutes)

8.1.1.[ADMINISTRATIVE][RES] Approval of the Renters' Engagement Subcommittee Mission Statement

Discussion and possible action regarding the approval of Renters' Engagement Subcommittee's mission statement. - The motion to approve the Mission Statement was made by Mr. Rubin, and seconded by Mr. Wheeler. It passed with 5 approvals and 1 abstention. The motion was made pending the confirmation by RES of the following being the correct language:

The mission of the Renters' Engagement Subcommittee of the Outreach Committee is to best encourage and promote outreach to and engagement with the rental community (renters and housing providers) in the Mar Vista Community Council and its committee.

8.1.2.Shared Responsibilities, Social Media Accounts

Providing MVCC with a successful social media campaign requires research, design, scheduling, etc. for each account. No vice-chair nor co-chair "adopted" an account; therefore, this opportunity is now open to stakeholders. - Idea of "adopting" a social media account was acceptable to everyone and additional information will be provided at the next meeting for adoption.

8.1.3.Shared Responsibilities, MVCC Committee Meeting Synopsis

Discussion to conclude with volunteers to attend MVCC committee meetings and provide weekly input as well as artwork, ideas, and submitted work for improvement in outreach. No vice-chair nor co-chair "adopted" a meeting; therefore, this opportunity is now open to stakeholders. - Idea of "adopting" a committee meeting was acceptable, but with a couple of concerns. Among these were how to continue the same "smooth read," "same style," "the friendly, 'I went to these meetings' and 'upbeat'" tone with different authors. Ideally, the current and "friendly, join us" message would continue in the *Weekly Roundup* with new and multiple inputs. As this idea is in its infancy, it will continue, with a watchful eye regarding all concerns, and be open to continued discussion, direction, and input.

8.1.4.Shared Responsibilities, MVCC Events

Discussion to conclude with volunteers to attend MVCC events and a list of potential supplies for successful event outreach. - Stakeholders were interested in joining MVCC events, and will be contacted with details. Potential supplies will be discussed under "New Business" agenda items.

8.1.5.Boiler Plate Ads

Discussion regarding and resulting in designing ads for potential approval by the Board of Directors for future use. Ads may be in varying sizes, designs, and verbiage. The requirements:

- 1) Must display the MVCC logo, media accounts
- 2) Verbiage in line with the mission of MVCC and Outreach (e.g., designed to promote MVCC and increase participation in and support of the MVCC)
- 3) Potential Sizes:
 - 7.5" x 10" (full page)
 - 7.5" x 4.75" (half page)
 - 3.675" x 4.75" (quarter page)
 - 3.5" x 2" (business card size)

Mr. Rubin provided each attendee with the NWNA newsletter containing a current half page MVCC ad. It was generally accepted and considered a good template to construct the other sizes. The Chair will obtain additional information requested, and each attendee was encouraged to submit potential designs for the next meeting.

8.2. NEW BUSINESS (60 minutes)

8.2.1.[FUNDING][Outreach] MVCC Magnets

Discussion and possible motion to approve a design for MVCC magnets and an expenditure for purchase. Please bring proposed designs, manufacturers, costs, etc. necessary for a proper motion. - This was the idea of 1st Vice-Chair, Ms. Zeldin, and since she was unable to attend the meeting, it was tabled until the next meeting or an example submission for discussion.

8.2.2.Farmer's Market MVCC Blue Tent

The Farmer's Market tents have gone through a change; however, they are now back within the purview of the Outreach Committee. Four weeks of the month have been successfully booked; therefore, when there is a fifth Sunday, which happens four times a year, MVCC will occupy the tent. Discussion regarding volunteers, swag, etc. - The current MVCC swag was discussed and the Chair announced that stakeholders depleted all swag taken to Sunday's *Disaster Seminar & Workshop*. Whistles were among the favorite. Ms. Tilson pointed out that the whistles were specifically targeted for the Emergency Preparedness subcommittee and that was their event. Among ideas for new swag were tote bags, non-plastic portable containers, cards with MVCC contacts, magnets, plushy with t-shirt (for MVCC seal), and the idea of "give aways" for signing up to events. It was also discussed of purchasing MVCC vests, and cards to fill the current stock of MVCC lanyards, for those working MVCC events. A flag with the MVCC seal for the tent was unanimously agreed upon, and will be purchased for the Farmer's Market once all details regarding the tent is finalized by the MVCC Chair and Board.

8.2.3.[FUNDING][Outreach]MVCC Advertising

Discussion and possible motion regarding MVCC advertising outside of its own media accounts. Please bring proposed ads, venues, contacts, and any other pertinent information (e.g., ad size, cost). - Additional advertising was approved. Yet, the idea of expanding to a frequent and physical newsletter might be preferable. Cost is a consideration due to distribution costs. Having Block Captains distribute them could offset the cost. Further information is needed.

9. FUTURE AGENDA ITEMS - Further discussion of a physical newsletter, block captains, and additional section/page on the website.

10.PUBLIC COMMENTS/CONCERNS - None

11.ANNOUNCEMENTS

MVCC Event Dates:

Saturday, September 21, 3pm - 6:30pm - MVCC Booth at the North Westdale Neighborhood Association's 6th Annual Fall Block Party. Saint Andrew's Lutheran Church, 11555 National Blvd, rear parking lot (Federal /Clarkson)

Sunday, September 22, 9am - 2pm - MVCC occupying MVCC tent at Farmer's Market, NW corner of Grand View & Pacific

Sunday, September 22, Noon-4pm - MVCC Booth at the Westdale Neighborhood's Block Party on Colby Avenue between Kingsland & Standwood.

Saturday, October 12, 1pm - Renters' Engagement Subcommittee meeting. Location TBD.

12.ADJOURNMENT - 8:12pm

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