



Meeting Packet

Prepared for: The Outreach Committee

Prepared by: Kathryn Wheeler, Chair

October 17, 2019

MEETING PACKET

AGENDA ITEM: 5 - READING AND APPROVAL OF MINUTES

5.1. 2019_08_22 - Minutes

5.2. 2019_09_19 - Minutes

5.3. 2019_10_01 - Minutes

AGENDA ITEM: 6 - REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION

6.1. | 11.1. Presentation regarding Historic Fire Station 62 Progress - Brief Presentation from Albert Olson from Friends of Historic Fire Station 62 regarding its annual meeting, fundraising progress, etc.

6.2. | 12.3. [FUNDING][T&I][Mobility Subcomm] 2nd Annual Mar Vista Bike Safety Fair - Presentation and discussion about the MVCC sponsoring and funding the 2nd Annual Mar Vista Bike Safety Fair for no more than \$2,000 (conditional upon submission of and approval of event paperwork).

6.3. | 12.4. [FUNDING][T&I][Mobility Subcommittee] Safe Cycling Wallet Cards and Booklets - Presentation and discussion about the MVCC funding the printing/purchase safe cycling wallet cards and booklets not to exceed \$2,000. (passed at Mobility Committee 9/23/2019; passed T&I October 2, 2019).

6.4. | 12.6. [FUNDING][OUTREACH] Table Rental at Hilltops Neighborhood Association's Annual Picnic – Discussion and possible action regarding an expenditure not to exceed \$150 for table rental at the upcoming Hilltops Neighborhood Association's annual picnic.

6.5. | 14.1. [ADMINISTRATIVE][ExFin] Acceptance of Reduced Tent Space – Approval of a tent space reduction from 10 x 10 to 10 x 5 for both the Blue Tent and Green Tent at the Mar Vista Farmers' Market.

6.6. | 14.2. [ADMINISTRATIVE][ExFin] Approval of Policy Regarding Use of MVCC Seal – Approval of a policy governing the use of the MVCC seal.

MEETING PACKET

6.7. | 14.3. [POLICY] [PH&S] Increased community engagement from LAPD –

Discussion and possible action regarding a request for increased presence and community engagement from LAPD.

6.8. | 14.4. [FUNDING][Outreach] Outreach to Stakeholders Regarding Proposed

Construction – Approval of an appropriation not to exceed \$1,000 for door hangers – including distribution costs - to inform stakeholders of proposed construction projects (note that PLUM passed a competing item not to exceed \$500).

6.9. | 15.3. [POLICY][T&I] Centinela Blvd. and National Blvd. Street Sweeping Services

in Zones 2, 3, and 6 - Discussion and possible motion requesting that CD 11 assign the “Clean and Green Team” to clean up Centinela Ave. between Palms Blvd. and National Blvd. in Zones 3 and 6, as well as National Blvd from Bundy Dr. to Federal Ave in Zones 2 and 3, until regular street sweeping service can be established.

6.10. | 15.4. [POLICY][T&I] Rose Ave. Sidewalk Installation in Zone 6

- Discussion and possible amendment to a previous passed motion regarding the installation of a sidewalk on the South side of Rose Ave. between S. Centinela Ave and Colonial Ave in Zone 6. Amendment: The MVCC also supports CD 11 using WLA TAMP funds for this project.

6.11. | 15.5. [POLICY][T&I] Great Streets Ad Hoc Subcommittee] Timely Updates from

Mar Vista Artwalk/Green Communications Initiative - Discussion and possible motion requesting regular and timely updates from a staff member of the Mar Vista Artwalk/Green Communications Initiative regarding MVCC-funded items and all related events taking place on Great Streets Venice Blvd.

6.12. | 15.6. [POLICY][Krupkin and Inouye] LADOT Walk and Bike Count in October

and November 2019 - Discussion and possible motion regarding concerns about LADOT's upcoming Walk and Bike Count scheduled on Venice Blvd between Grand View Blvd and Ocean View Ave. in October/November 2019.

6.13. | 15.7. [POLICY][PLUM] Development at 3705 - 3709 S. McLaughlin Avenue [DIR-

2019-4279] – Discussion and possible action regarding the development at 3705 – 3709 S. McLaughlin Ave.

AGENDA ITEM: 8.1 - UNFINISHED BUSINESS

8.1.1.[Administrative] Approve Boilerplate ad(s)

Discussion and possible action regarding the approval of ad with use of MVCC Seal.

*MVCC Supports the [name event]
[name event]*



Mar Vista Community Council
Your Connection To The Los Angeles City Government



[motto, come by, say "hi"]

The MVCC Directors' Board meets every 2nd Tuesday of the month
at the Mar Vista Recreation Center Auditorium (11430 Woodbine Street)

visit - **MarVista.org**



@MarVistaCC

and check our Calendar for committee and subcommittee meetings, including:

Education, Arts, & Culture - Homeless Issues - Community Plan - Transportation & Infrastructure
PLUM - Great Streets - Public Health and Safety - Emergency Preparedness - Mobility - Airports

8.1.2.[Administrative] Approve MVNA Newsletter ads

Discussion and possible action regarding the approval of ad(s) with use of MVCC Seal.



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*[Holiday message & spring message?
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MarVista.org



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8.1.3.[Administrative] Approve WHA Newsletter ad

Discussion and possible action regarding the approval of ad(s) with use of MVCC Seal.



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*[Holiday message & spring message?
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8.1.4.[Administrative] Approve Hilltop NA Newsletter ad

Discussion and possible action regarding the approval of ad with use of MVCC Seal.



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*[Holiday message & spring message?
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8.1.5.[Funding] SWAG (bestpromotionsinc.com)

Discussion and possible action regarding an expenditure to approve SWAG purchases:

Description	Quantity	Unit Price	Cost
MVCC Courtesy Stickers (unlabeled "stuff," e.g., first aid)	2,000	\$ 0.29	\$ 580.00
Pens	2,500	\$ 0.46	\$ 1,150.00
Whistles	2,500	\$ 1.21	\$ 3,025.00
T-shirts (or 500 shirts for \$9 per)	100	\$ 15.00	\$ 1,500.00
Baseball caps (500 for approx. \$3)	1,000	\$ 2.65	\$ 2,650.00
Vests (with logo) (1 - \$41.08 plus not printed)	12	\$ 47.85	\$ 574.20
Shopping Bags (insulated, non-woven)	1,000	\$ 3.50	\$ 3,500.00
Shopping Bags (cotton canvas)	1,000	\$ 1.75	\$ 1,750.00
Water bottles	1,200	\$ 1.01	\$ 1,212.00
Magnets (business card size)	1,000	\$ 0.14	\$ 140.00
Plushy with T-shirt (w/MVCC Seal) 8 1/2" Landon Knit Bear	100	\$ 12.16	\$ 1,216.00
Total			\$ 17,297.20

- Card for Lanyard Pockets
- Cards with MVCC Contacts
- Non-plastic containers (MVFM is non-plastic)
- Tent Flag <http://www.califpalms.com/sky-flags-customization-available/> (\$50 - \$100; get one with frame)

AGENDA ITEM: 8.2 - NEW BUSINESS

8.2.1. [Funding] Newsletter

Discussion and possible action regarding an expenditure for a MVCC Newsletter

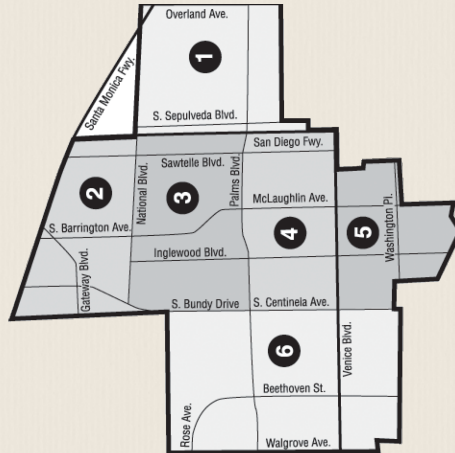
- Prior - 8 pages, full color, 26k copies | Printing \$3,933.24 | Distribution 25.5k \$2,295.00 | Total \$ 6228.24

8.2.2. [Funding] MVCC Pamphlet

Discussion and possible action regarding an expenditure for MVCC pamphlet(s).

NEIGHBORHOOD ASSOCIATIONS

- 1 - Westside Village
westsidevillage.org
- 2 - North Westdale
northwestdale.com
- 3 - Westdale Homeowners
westdalehoa.org
- 3 & 4 - Hilltop
info@hilltopbeacon.com
- 4 - Mar Vista
mvneighbors.org
- 5 - South Mar Vista
southmarvista.wordpress.com
- 6 - Ven-Mar
neighborhoodlink.com/Ven-Mar



SUPPORTED EVENTS

Quarterly Stakeholder Meetings:

- ▶ Neighbors helping neighbors
- ▶ Building community voice
- ▶ Planning our community

Mar Vista street sign project

Mar Vista Arts Guild

Mayor's Day of Service

Mar Vista Park Community Festival

Mar Vista Park soccer field

Tree planting and street beautification

District 11 Candidates Forum

LAPD Winter Wonderland Toy give away



MAR VISTA COMMUNITY COUNCIL

Post Office Box 66871

Los Angeles, CA 90066

MarVista.org

MAR VISTA COMMUNITY COUNCIL



The Mar Vista Neighborhood Council represents the interest of the over 50 thousand people that actually live in the neighborhood in addition to others who are also stakeholders by virtue of working in Mar Vista. MVCC functions through specific committees to do its work.



MAR VISTA COMMUNITY COUNCIL

Our mission is to provide a forum for discussion of issues that affect the quality of life for stakeholders, facilitate stakeholder communication, and serve as the advocate for the area with officials of the City of Los Angeles and other governmental and non-governmental entities.



<p>COMMUNITY OUTREACH To have regular, meaningful, contact with, and participation of, as many Mar Vista stakeholders as possible.</p>	<p>SAFETY AND SECURITY Promotes a safer Mar Vista through citizen participation, education, and coordination with various local authorities.</p>
<p>EDUCATION, ARTS, AND CULTURE Promotes, encourages and nurtures education, art and cultural experiences, and expression in the Mar Vista Community.</p>	<p>TRANSPORTATION AND INFRASTRUCTURE Advises the Board on any matters relating to traffic, transportation, and the public and private infrastructure necessary to handle all types of transportation.</p>
<p>ELECTIONS AND BYLAWS Ensures the integrity of the election procedures and to provide By-Laws which are a workable and legal framework for the carrying out the goals and objectives of the MVCC.</p>	<p>URBAN PLANNING/LAND USE Works cooperatively with stakeholders, neighbors, developers and governmental entities to plan, resolve land use disputes, and promote new policies in order to improve the quality of life.</p>
<p>GREEN Seeks to provide stakeholders with the tools and information they need to help Mar Vista become a greener, more sustainable place to live.</p>	<p>CONCEPT PLAN Provides vision and structure for beneficial land use in the Mar Vista community.</p>
<p>RECREATION AND OPEN SPACE To work towards improving the quality of life for Mar Vista Stakeholders by enhancing the availability and quality of open space as well as increasing recreational opportunities in the Mar Vista vicinity.</p>	<p>SANTA MONICA AIRPORT Investigate and research the ongoing health, safety, and quality-of-life issues created by the activities of the Santa Monica Airport and to search and advocate for solutions.</p>



Neighborhood Councils

In 1999, a new Los Angeles city charter created a city department that guided the creation of a citywide system of independent and influential neighborhood councils. Neighborhood Councils are groups of people that, once certified by the Board of Neighborhood Commissioners, elect or select their own leaders, determine their own agendas, and set their own boundaries. The goal is to make them as independent as possible from government so that they will have the influence and power to affect citywide and local decision-making far beyond what neighborhood groups have done. The Mar Vista neighborhood was an early adopter and was duly certified by the City of Los Angeles, in August of 2002.

8.2.3. [Funding] “Mail Back”

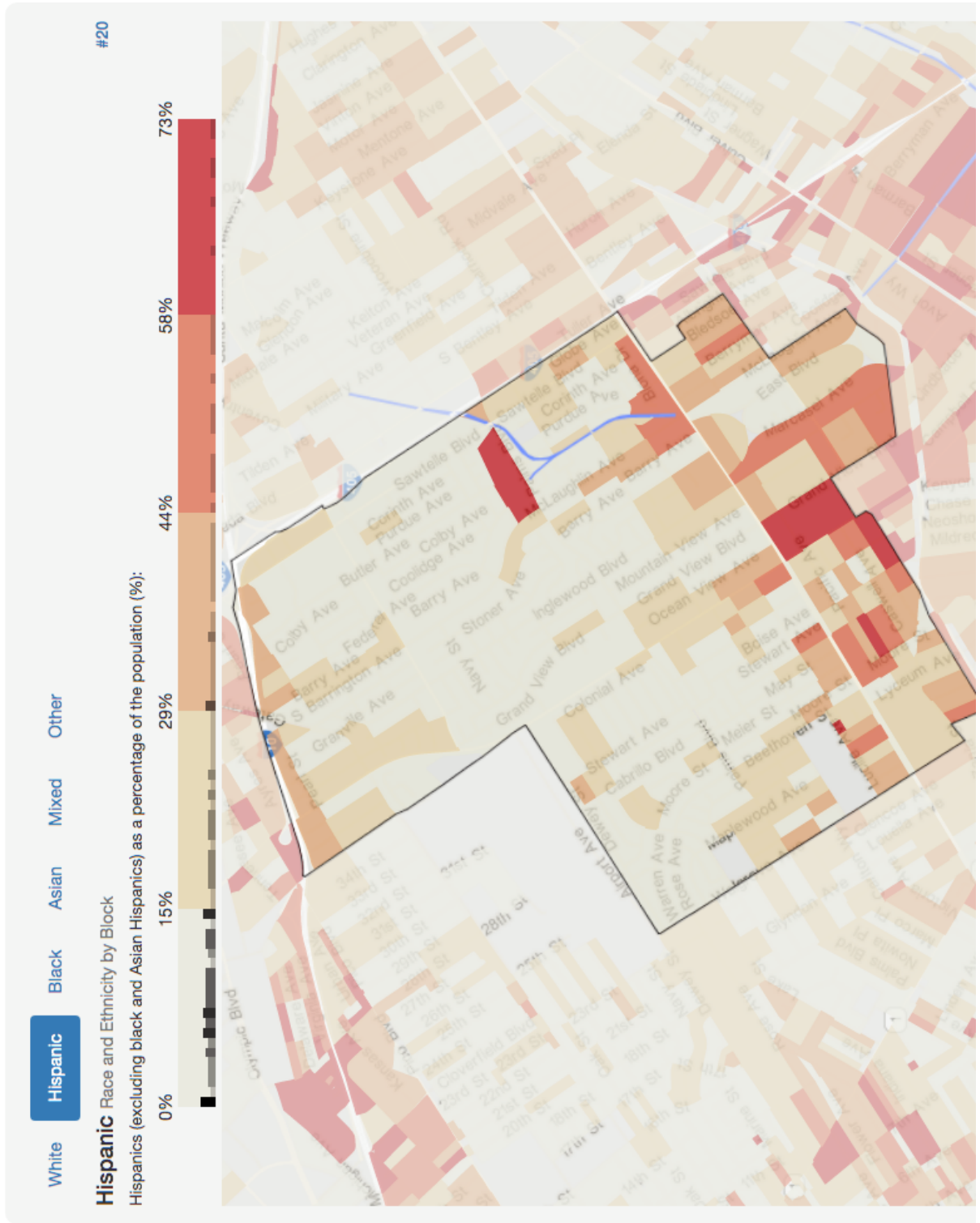
Discussion and possible action regarding an expenditure for MVCC “mail back.”

8.2.4. [Funding] SurveyMonkey

Discussion and possible action regarding an expenditure for SurveyMonkey or other similar services.

- Free Plan (**English Only**)
 - **10 question limit**
 - **100 responses monthly limit**
- Personal Plan - billed monthly (**English Only**)
 - \$99, unlimited surveys, questions | **1,000 responses monthly limit** | custom logos, URL
- Personal Plan - billed annually (**English Only**)
 - \$384, unlimited surveys, questions, responses | custom logos, URL
- Personal Plan - billed annually
 - \$1198, unlimited surveys, questions, responses | custom logos, URL | **Multilingual**
- Business Plan - Team Premier - billed annually (**English Only**)
 - \$900 annually, starting at 3 users, \$25 per user (minimum \$75 per month)
 - unlimited surveys, questions, responses | custom logos, URL
- Business Plan - Team Premier - billed annually
 - \$2700 annually, starting at 3 users, \$75 per user (minimum \$225 per month)
 - unlimited surveys, questions, responses | custom logos, URL | **Multilingual**

Map of Race and Ethnicity by Block in Mar Vista



8.2.5. [Funding] Online Team Access

Discussion and possible action regarding an expenditure for Google Services, Amazon Cloud, or other similar services.

8.2.6. [Funding] Door Hangers

Discussion and possible action regarding an expenditure for Door Hangers [\$600 for 5k, 2 side]

CATEGORY: Administrative

COMMITTEE: Outreach

PURPOSE: Outreach to stakeholders increasing the awareness of and participation in MVCC functions, duties, and decisions.

BACKGROUND:

A part of true and effective outreach is to inform stakeholders of the activities of the MVCC and encourage stakeholder participation. It is the job of the Outreach Committee to think of new and out-of-the box ways from the usual and customary MVCC Outreach in reaching stakeholders.

As new construction effects everyone in the neighborhood, the Door Hangers inform stakeholders that MVCC is part of the building process and their participation is needed. These Door Hangers would be distributed to the homes around proposed construction sites.

The Door Hangers are written to be "generic" so they may be used without needing to reprint for each new proposed construction. The single-sided cards cost between \$300-\$450 for 5,000 Door Hangers. Final price depends on the chosen printer, design, and quantity. The attached picture was on the lower end of the price scale.

The backs are blank if additional information needed to be provided (e.g., the exact address). If handwriting were too time consuming, a stamp set could be purchased to provide speed.

Distribution would be provided by an outside vendor. The vendor who distributed the 2019 Election Newsletter has provided a price of \$195 for up to 250 Door Hangers. This price point is perfect because there are about 240 homes within a 500-750 ft. radius of properties in Mar Vista. Obviously, the exact number would change due to the configuration of the neighborhood. He added that he would make special efforts to reach apartment managers to ensure that renters' receive this important information similar to what they provide for the DWP and other public services that use Door Hangers.

The Outreach Committee, without objection, passed this motion and respectfully requests the passage of this motion to begin a new way for the Outreach Committee to inform stakeholders about MVCC activities and to increase their participation.

THE MOTION:

The MVCC approves an expenditure of up to \$1,000 for the designing, printing, and distributing of Outreach Door Hangers. These Outreach Door Hangers would provide needed outreach to stakeholders increasing the awareness of and participation in MVCC functions, duties, and decisions.

Sent request to Board for input and/or to attend Outreach meeting. Responses to date:

ROB KADOTA:

Top line options:

1. Printed by the Mar Vista Community Council
2. Provided by the Mar Vista Community Council
3. With support from the Mar Vista Community Council

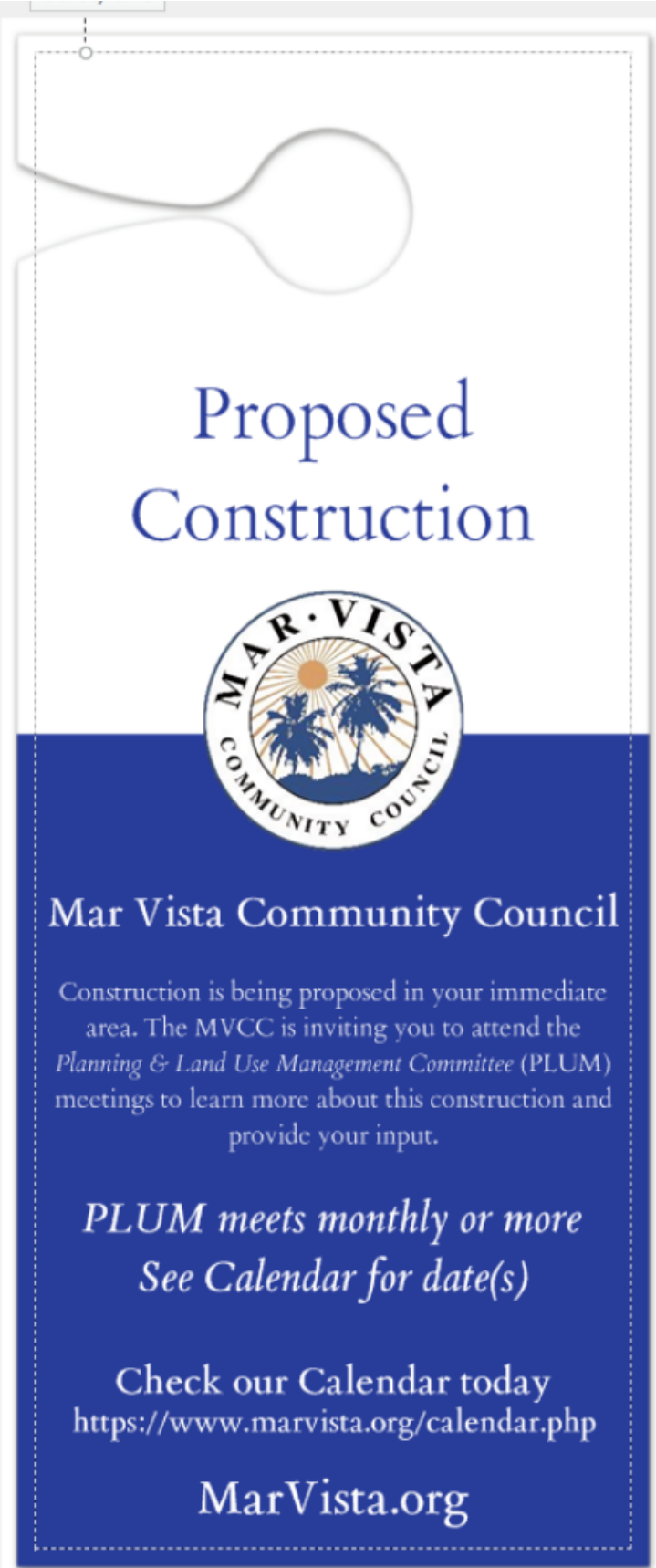
Possible layout (top line can change...)

Provided by the Mar Vista Community Council
MarVista.org  @marvistacc


Door hanger should have basic explanation of what an NC is and how they operate. Could list standing committee meetings with the caveat of check the web page for location and agenda... could also promote 311 app and phone number for city services and requests as well as some of the city emergency apps too.

And of course there needs to be room for a brief description of the development project that could be written or pasted onto the card. Stacy would be your best source for how much space is desired/sufficient.

Just suggestions - use what is doable/achievable.



Proposed
Construction



Mar Vista Community Council

Construction is being proposed in your immediate area. The MVCC is inviting you to attend the *Planning & Land Use Management Committee (PLUM)* meetings to learn more about this construction and provide your input.

*PLUM meets monthly or more
See Calendar for date(s)*

Check our Calendar today
<https://www.marvista.org/calendar.php>

MarVista.org

MOTIONS - BUDGET

Outreach Committee Motions for Expenditures

The following table is the current expenditures for the Outreach Committee.

BoD	Description	Requested	Approved	SPENT
8/13/19	NWNA Booth Rental for Annual Block Party, 9/21/19	\$ 150.00	\$ 150.00	\$ 150.00
	NWNA Newsletter Advertising, 1/2 page - September Issue	\$ 150.00	\$ 150.00	\$ 150.00
	MVNA Booth Rental Quake-up, 10/19/19 - CANCELLED	\$ 150.00	\$ 150.00	\$ 0.00
	MVNA Newsletter Ad, Bus Card Size for Winter and Spring	\$ 150.00	\$ 150.00	
	PLUM Door Hangers, 5k with distribution; spend up to...	to PLUM	—	—
	Storage Organization Supplies, spend up to...	\$ 500.00	\$ 500.00	
	Mobile Outreach Materials/Supplies, spend up to...	\$ 500.00	\$ 500.00	\$ 86.28
	BoD Hospitality Supplies \$50 per meeting, spend up to...	\$ 500.00	\$ 500.00	
	Accessible Storage for BoD Meetings, monthly up to...	\$ 150.00	\$ 150.00	
9/10/19	Westdale HA Booth Rental for Block Party, 9/21/19	\$ 150.00	\$ 150.00	
	Westdale HA Newsletter Ad, 1/2 page for Winter	\$ 150.00	\$ 150.00	
	Outreach Door Hangers, spend up to...	tabled	—	—
10/15/19	Hilltop NA Booth Rental for Annual Meeting, 10/24/19	\$ 150.00	\$ 150.00	
	Hilltop NA Newsletter Ad, 1/2 page for November	\$ 150.00	\$ 150.00	
	Outreach Door Hangers, spend up to...	back	—	—
	Total	\$ 2,850.00	\$ 2,850.00	\$ 386.28