



Mar Vista Community Council

MINUTES



Outreach Committee

MarVista.org

Thursday, February 20, 2020, 6:30pm

Saint Andrew's Lutheran Church, Narthex Room

11555 National Boulevard | Los Angeles, CA 90064

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

In an effort to cut down on waste, it is suggested that attendees bring a copy (whether printed or digital) of the agenda, minutes, and other materials to each meeting. There will be copies; however, the number will be limited to ensure minimum impact on the environment. The Outreach Committee appreciates your understanding and assistance in helping us be as environmentally responsible as possible. Hope to see you there!

1. **CALL TO ORDER - 6:30pm.** The meeting will be adjourned at 7:30pm due to the **Martin Rubin, 1st Vice-Chair, needs to leave.**
2. **WELCOME/ROLL CALL/INTRODUCTIONS**
 - 2.1. **Welcome to the Outreach Committee's new digs.** I want to thank St. Andrew's for allowing us to use their beautiful facilities. Before we begin with Roll Call and Introductions, I want to read into the minutes the events regarding our agenda. Agendas are required to be posted 72 hours before our meeting. This Monday was a holiday and when I filed the agenda with the Early Notification System, a message was returned that all agendas would be uploaded in the order they were received on Tuesday. On Tuesday, I was notified that the year was missing from the uploaded agenda and would need to be corrected and resubmitted, which I did. I also called 213-978-1551 and talked with Michelle Lopez and Erica Peden to confirm that as long as the year was corrected on the posted agenda at the Mar Vista Recreation Center, which I did, this meeting would be official. So, we're official; I have notified Michelle Krupkin, 2nd Vice-Chair, who books the venues. Now on to Roll Call and Introductions. Committee Chair, Kathryn Wheeler; First Vice-Chair, Martin Rubin; Wayne Wheeler and two stakeholders attended.

- 2.2. Elisa White, Recreation Director, from the Mar Vista Recreation Center. - Ms. White did confirm that she would attend the meeting to inform the committee about the Spring Egg Hunt on Sunday, April 4, 2020, at the Mar Vista Recreation Center. She wanted to request that Outreach rent a booth/table at the event. However, she never arrived. She was not in the office on Friday, February 21; but, the Chair did talk with her on Saturday, February 22. Her absence was due to a simple Calendar error, one we have all experienced. The MVCC time schedule does not allow for her to attend another Outreach meeting in time for the Board to approve her request; therefore, the Chair will make a Director's Motion as the Committee agreed that it is a great opportunity to reach Mar Vista stakeholders.
3. READING AND APPROVAL OF MINUTES - Mr. Rubin made the motion to approve the minutes, Mr. Wheeler seconded. Passed without objection.
4. REPORT, ANNOUNCEMENTS, DISCUSSIONS ON RECENT LEGISLATIVE OR MVCC ACTION (15 MINUTES)
- 4.1. Discussion of the motions that were passed or not passed at the previous Executive & Finance Committee (ExFin) meeting and/or the MVCC Board of Directors' (BoD) meeting with possible actions/motions for implementation of passed motions or to amend, resubmit, and obtain support for and passage of said failed motion(s) at the next ExFin and/or BoD meetings. - As Outreach motions did pass (yea), there wasn't much to discuss. However, the SurveyMonkey motion was not placed on the Board of Directors' Agenda due to T&I having a similar motion. But, T&I withdrew the motion at the Board of Directors' meeting. Does Outreach want the SurveyMonkey motion on the next Board of Director's Agenda? The understanding is that the Renters' Engagement Subcommittee would like to use SurveyMonkey. It was agreed that this should be tabled until it is discussed with RES (Renters' Engagement Subcommittee).
- 4.2. Discussion of the recent *Legislative Action Report* provided by DONE as a recurring feature in the *Weekly Roundup* with possible actions/motions. - Continue in the *Weekly Roundup*, and possibly work to receive one every month.
5. REPORTS OF CHAIRS

5.1. CHAIR - LANGUAGES OF MAR VISTA (20 MINUTES) - Presentation with discussion and possible action/motion regarding its release and ramifications on the current MVCC Logo and/or Seal; including funds for a graphic designer. - **The Chair's report documented that less than 3% of Mar Vista stakeholders are in Spanish linguistic isolation with another <3% being Asian. It was also documented that MarVista.org uses Web Content Accessibility 2.0 that auto-installs a translation app on all devices, across all platforms, and works with all browsers. This app ensures that the everyone will be able to read the information on MarVista.org in over 100 languages. Therefore, MarVista.org needs to be on all materials in addition to the MVCC seal/logo. This will ensure that MVCC activities will be available to all stakeholders. To that end, a graphic artist was contacted and a quote was provided of \$150-\$250 to alter the current logo. To replace the logo entirely would be approximately \$400-\$500. The Committee decided to first "experiment" with different options before spending funds. Additionally, a statement should be on every agenda stating that MarVista.org has the ability to translate. DONE will be contacted for proper translation, and possibly presented before the Executive & Finance Committee to be added to agendas, if desired by a committee.**

6. STANDARD ORDER OF BUSINESS (60 MINUTES)

6.1. UNFINISHED BUSINESS - FUNDING MOTIONS (require allocation of funds) - **Tabled due to time.**

6.1.1. Discussion and possible action regarding an expenditure to approve SWAG purchases from BestPromotionsInc.com.

6.2. UNFINISHED BUSINESS - ADMINISTRATIVE MOTIONS (internal workings) - **Tabled due to time.**

6.2.1. Discussion and possible action regarding promoting the MVCC via door hangers.

6.2.2. Discussion and possible action regarding shared responsibilities for media accounts.

6.3. UNFINISHED BUSINESS - POLICY MOTIONS (brought before committee) - None

6.4. NEW BUSINESS - FUNDING MOTIONS (require allocation of funds) - **Tabled due to the absence of a representative from the Mar Vista Recreation Center.**

6.4.1. [FUNDING] [OUTREACH] Support for the Mar Vista Recreation Center
The Outreach Committee approves an expenditure of up to \$150 for

booth/tent rental at the Mar Vista Recreation Center Spring Egg Hunt to be held on Saturday, April 4, 2020 from 11am to 2pm.

6.5. NEW BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)

6.5.1. Discussion and possible action regarding the Summer MVCC News template, size, content, and schedule. - **Tabled due to time.**

6.5.2. Discussion and possible action regarding redesign/addition to the website. This includes menus, pages, social media content, etc. All stakeholders are encouraged to attend and participate. Bring ideas, sketches, etc. - **The Committee suggested an idea of eliminating the sliding pictures on the front page; possibly use a picture of the current Board. Also, have a dedicated page for pictures. Frame the top area so it is inline with the other parts of the page. Have a "Find Your Zone" on the front page, reduce the number of items on the menu, list committees on the right, and a Translate button (as on the City's site) were discussed. While a Translate button sounds like a great idea, the button and the list would be in English. It would only be translated by the auto-install app; thereby, making it unnecessary. Sketches were made and will be presented online: <https://tiny.cc/mvccweb> after approval. Also, future agendas will place web design after the meeting has been adjourned to create a more efficient and collaborative working environment.**

6.6. NEW BUSINESS - POLICY MOTIONS (brought before committee)

6.6.1. Discussion and possible action regarding assigning two or more to research and report on video/sound equipment, Apps, Social Media Accounts, manpower, and other items necessary to record MVCC meetings/ events, and distribute to stakeholders. Must include cost of purchase, future costs (e.g., account fees), and any cost required to maintain (e.g., store video, app/software upgrade cost). Also, include "learning curve," ease of use, man hours needed to setup/break down, equipment longevity, and other pertinent perimeters. Provide potential legal and other ramifications with solutions and next steps. This information will be presented before the Board of Directors. - **Materials sent by Rob Kadota (At-Large Director and Mobility Committee Chair) were presented to the Committee. The equipment suggested only does live-streaming. Other submissions included recording. This spurred the conversation about live-streaming**

meetings versus recording and uploading. An issue with live-streaming is the cost of and access to Wi-fi. Whereas, recording and uploading does not have this extra cost and limitation. Wi-fi is also wrought with problems: availability, bandwidth, sound and image quality, signal strength, lost connection, etc. The initial cost of live-streaming equipment is also quite high compared to other options available for recording; such as an app on cell phones. Also, how would the live-stream sound and image be monitored? Would meetings be stopped/interrupted if live-streamed failed? How many stakeholders are really interested in watching? There were many other unanswered questions regarding live-stream; therefore, it was tabled. Simpler and easier ways of recording (e.g., phone app) will be investigated and discussed at the next meeting.

7. FUTURE AGENDA ITEMS (5 MINUTES) - None

8. PUBLIC COMMENTS/CONCERNS - None

9. ANNOUNCEMENTS - None

10. ADJOURNMENT - 7:29pm a motion to adjourn was made by Mr. Rubin, seconded by Mr. Wheeler, and passed without objection.

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