



Outreach Committee Report

Prepared for: The Mar Vista Community Council, Board of Directors

Prepared by: Kathryn Wheeler, Chair

June 18, 2020

Note: The [Safer at Home Order for Control of COVID-19](#) was issued on May 13, 2020. All Neighborhood Councils were closed. Through the leadership of the MVCC Chair, Elliot Hanna, the MVCC was the first Neighborhood Council to hold remote meetings, it was the [April 14, 2020, Board of Directors' meeting](#).

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.

OVERVIEW

The Committee has come a long way since a new Chair was appointed on July 9, 2019. All of MVCC's known assets (save the original YouTube Channel) are now in compliance with Best Practices for media accounts, accessibility, ease of use and transference to a new Chair.

Committee Chair appointments are made annually, and the next Outreach Chair will be named during the July 14, 2020, Board of Directors' meeting for the 2020-2021 Fiscal Year, i.e., July 2020 thru June 2021. This report is an outline of what has been done in the last quarter as a history to Stakeholders and future Outreach Chairs.

Outreach continues to be grateful to those within the Mar Vista Community and the MVCC for the patience, understanding, and assistance provided to the Outreach Committee, and in particular, the Outreach Chair. The Chair wishes to thank everyone who has assisted in the Outreach Committee reaching all of its major goals, and is looking forward to another productive year, if the Chair is reappointed.

Due to the *Safer at Home Order for Control of COVID-19* issued on May 13, 2020, a financial hardship was created for all. This has caused the City to reduce the MVCC budget (and all Neighborhood Councils) by ~25%.

This reduction will make it necessary for the Outreach Committee to use traditional media as well as extend online assets to ensure that the community remains engaged with the MVCC.

AVAILABLE ASSETS

Informing Mar Vista stakeholders of the MVCC message is the fundamental purpose of Outreach; therefore, as with any good marketing company, its available assets need to be coordinated and function as one with the minor tailoring (e.g., size, timing, material) necessary to achieve the highest benefit from each asset.

Due to the confines of being a City organization, many of the assets must function on a sub par marketing field. Yet, Outreach continues to make strides in compensating for such City restrictions that hamper marketing and messaging of the MVCC.

As noted in previous reports, MVCC postings and promotions will be limited to just *MVCC and MVCC-sponsored events*. At first, the Outreach Committee (as a whole) was uncomfortable with this restriction. However, as time has elapsed and the change has been incorporated, the wisdom and benefit of such restrictions must be acknowledged.

While the *quantity* of content has been diminished, the *quality* of content has risen and a surge in subscriptions has been noticed as well as comments received from Stakeholders in favor of this change.

Stakeholders wish to choose what content they will receive. If they want to know what CD11 is doing, they will subscribe to CD11. The same goes for all other City Services as well as events and businesses within Mar Vista. Stakeholders subscribe to the MVCC to learn what the MVCC is doing, and not other entities.

This creates a challenge for Outreach as most of the MVCC Committees do not provide copy for distribution among Stakeholders. However, there are a couple that do, and the goal, for this coming year, is encouraging the incoming and new Committee Chairs and Vice-Chairs to take advantage of submitting copy regarding the activities of their committee, due to the fact, that Stakeholders really do want to know what the MVCC is doing, and should be informed.

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Facebook

This asset continues to be under utilized due to the restrictions placed upon the MVCC by the understanding of the Department of Neighborhood Empowerment's (DONE) interpretation of the Brown Act, including the "quorum of a quorum" from the City Attorney's Office.

During the coming year, if appointed and approved as the 2020-2021 Outreach Chair, it will be the goal of the Outreach Committee to work closer with DONE and the Elections & Bylaws Committee in writing realistic Rules and Policies that better align with current Social Media Best Practices. Government should not be excluded from utilizing any outreach tool as long as it meets the standard of equal access as well as other reasonable and legal requirements for government agencies.

The number of "likes" is in line with the usual percentage afforded most Government Facebook Pages for the targeted audience. The low percentage is due to the restrictions placed upon government entities—which function opposite as why one would use social media. Still, increasing likes and engagements will be explored during the coming year.

Farmers' Market Blue Tent¹

The Safer at Home Order for Control of COVID-19 required the MVCC to stop staffing the tent. The Farmers' Market had been a successful venue for the MVCC. Every week was booked with the MVCC using the tent on the fourth Sunday when there were five Sundays in a month. Promotional items were used and will need replenishing before utilizing the Farmers' Market again.

Currently, there is no timeline as to when the MVCC may, once again, take advantage of this successful venue.

¹ NOTE: The Farmers' Market has always considered the "Green" and "White" tents to be under their purview and authority as they have been "free." Currently, MVCC has outstanding paperwork to be signed. Starting Sunday, September 15, 2019, the Mar Vista Container stored with the Farmers' Market will only have blue tent items stored in it. The "Green" tent will have its own 'green' container for storage.

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Gmail

The MVCC Gmail account has been successfully utilized by the Planning and Land Use Management (PLUM) Committee. The current PLUM Chair, Stacy Shure, the MVCC Chair, Elliot Hanna, and the Outreach Committee have all been using tools within the Gmail account. In particular, the Google Drive has been instrumental in making documents readily available for viewing and downloading by the Public and the MVCC.

Google Drive, Docs, Sheets, and other tools within the Gmail account will continue to be explored as how to best serve the MVCC, and ultimately the Mar Vista Community.

A Google Voice phone number was added by the MVCC Chair, Elliot Hanna, for Stakeholders to reach the MVCC during the COVID shutdown. While only two calls have been received (neither were for COVID-related issues), it is desirous that the phone number be moved over to the MVCC Google Account for future use. These are technical and time issues that hopefully will be completed before the next report.

Instagram

Followers continue to grow on Instagram, despite the “COVID shutdown”. It is hoped that, as the City reopens, this media asset will be utilized more by Outreach as it rents a booth at different events (e.g., block parties). In turn, by having more posting material, it will become more popular among the Mar Vista Community.

MailChimp

The template for Mailchimp was changed from the “new” January template. Periodically changing templates is a Best Practices tool to aid in engagement by providing something different to the audience. The new template allows for a more detailed look at a Board of Directors’ meeting as well as other committees. It has been well-received.

Subscribes continue to be greater than unsubscribes.

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- WEEKLY ROUNDUP

The *Weekly Roundup* is emailed to everyone who subscribes. Responses continue to be favorable.

It is hoped that input for the Weekly Roundup will grow. It is a valuable resource that all committees and subcommittees should take advantage. Copy can be submitted for any meeting, at least three times a month: A. the week prior (similar to “save the date”); B. the week of (provide excitement for people to attend); and C. the week after (a review of the meeting to encourage attendance next month). Of course, any special event or information (regarding the MVCC) that stakeholders should be aware, may be submitted at any time.

In the December Report, it was noted that:

In 2020, the *Weekly Roundup* will be sent out on Tuesdays between 10:30am and 11:30am, the day and time experts consider to be a prime time for emailing and posting. This will be tried over the next quarter. At the end of that time period, a comparison will be made of the last two quarters to determine if there is any difference, and take appropriate action.

In the March Report, it was noted that:

The time frame was changed to Tuesdays from 8am to 10am due to the suggestion by Mailchimp. Mailchimp based its suggestion on the actual opening of the *Weekly Roundup* by stakeholders/subscribers. Mailchimp suggestions will continue to be utilized to achieve the best time to reach stakeholders.

In the first week of June, Mailchimp suggested that 11am would be the optimal time to send the *Weekly Roundup*. This corresponds with national trends and is being used. Using Mailchimp to determine the best sending time for Tuesdays, will continue indefinitely.

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Next Door

[NextDoor.com](https://www.nextdoor.com) is part of the Department of Neighborhood Empowerment (DONE) and not to MVCC exclusively. Neighborhood Councils are given guidelines to follow. It is to be used “infrequently” (i.e., “try to stay at once a month”), and for the “unusual” (e.g., special events exclusive to MVCC) and not items that are “regular,” (e.g., committee meetings).

Outreach will continue to follow DONE’s guidelines, and has been working with them regarding posting the *Weekly Roundup* (which is more than once a month). We are happy to report that the MVCC receives a “thumbs up” on NextDoor postings from EmpowerLA.

SurveyMonkey

In the March Report, it was noted that:

This asset was approved at the March Board of Directors (Item 12.3) for a limited window of three months because the Treasurer informed the Board that the MVCC cannot enter into an annual contract without approval from the City. Therefore, the motion was amended from an annual contract to a monthly contract for the remainder of the fiscal year. It is hoped that this asset will become a permanent part of the MVCC since so many committees have requested the need/want for surveys. SurveyMonkey integrates very easily with Mailchimp, at no extra cost, making the process much simpler than using other survey companies.

Since the March report, Shawna, from the NC Funding Office, informed the MVCC that purchasing a service (such as SurveyMonkey) for a year is NOT the same as the MVCC entering into an annual contract. Therefore, Shawna suggested that the MVCC purchase a year of SurveyMonkey in July when the new fiscal year begins. It is hoped that the Board will approve such a purchase as it is a valuable tool in obtaining input from Stakeholders.

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Twitter

This Asset is still waiting to be “adopted” by someone in Outreach to create a “best practices” for posting, and be responsible for altering the web content for posting on Twitter. Twitter is a very limited social media account when it comes to organizations such as MVCC because Twitter is an up-to-the-minute social media account and MVCC is much slower in its “news.”

Like Instagram and Facebook, it has been linked with the *Weekly Roundup* for posting.

Website

The last quarter was used to gather input from Stakeholders and Directors for website changes. After several meetings, a presentation was made and the Board of Directors approved the design. In addition, The Web Corner proposed updating the “backend” or Administration side of the website which coincided with several of the changes suggested by the Outreach Committee and desired by Directors.

At the June 9, 2020, Board of Directors’ meeting, the \$5,000 funding and the design were approved as Agenda Items 15.1 and 15.2, respectively. The deposit was paid (6/16) to begin the work.

The next stage will be a working model that the Outreach Committee will review and test. Resulting information will be provided to The Web Corner for correction. Once the site has been deemed “ready for prime time,” it will be presented to the Board of Directors for review. Once Board-approved, a link to the test site will be promoted to the Public for comment and review for 30 days before brought back to the Board for final approval. Once approved, it will become the site for MarVista.org.

Of course, this timeline is variable due to The Web Corner’s and the MVCC’s schedules.

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YouTube

No change since last report. Still no use for this asset; however, another lead will be followed to obtain the original channel.

Zoom

Due to the *Safer at Home Order for Control of COVID-19* issued on March 13, 2020, the MVCC moved to remote conferencing. It has been an interesting time for the Outreach Committee, and would like to present a Timeline for history's sake:

- March 12:** The evening prior to the release of the Mayor's *Safer at Home Order*, DONE closes the MVCC. Outreach makes a request for remote meetings to the MVCC Chair, Elliot Hanna. Action took place to move with this idea and it was determined by the MVCC Chair that the April Board of Directors' meeting would be the test date/ground.
- April 14:** The MVCC holds its first Zoom meeting based on its own account. The meeting was quite successful.
- April 15:** After the Board meeting, committees start requesting their own Zoom meeting.
- May 1:** DONE began the process of switching the MVCC Zoom account to DONE's Zoom account.
- May 3:** Outreach sends an email to all committees with information as to how to request a DONE Zoom Account meeting.
- May 15:** DONE Zoom Account transition is completed.
- June 7:** All MVCC Committees, except the Renters' Engagement Subcommittee (RES), have requested and are setup with a recurring DONE Zoom meeting.

It needs to be noted that DONE's Zoom Account came with pre-determined settings. One of which is only a 30-day retention policy for the recordings. This requires committees to continue to take notes during the meeting and not rely on the recordings for minutes. The Chat and Q&A features were also removed.

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DONE requested that all meetings be Webinars instead of regular meetings. The main difference between the two platforms is in Webinars, there are Participants and Attendees; whereas, there is no distinction (other than Host/Co-Host) in Meetings.

Webinar Participants are allowed to freely speak (mute/un-mute self), share screen, see all who are in attendance, and use video. Attendees have none of these features. Attendees are only allowed to “Raise Hand” for permission to speak and must be “Enabled To Talk” by Host.

The MVCC Bylaws require that attending Stakeholders have equal status and a right to vote. Therefore, the MVCC Chair, Elliot Hanna, requested that all committees be held as Meetings and not Webinars. The only exceptions were the Board of Directors’ and the Executive/Budget and Finance Committee (ExFin) because these committees have predetermined voting members.

It goes without saying that, as in all things, there are advantages and disadvantages to holding remote meetings. The main benefit is the health and safety of everyone. Additionally, there is less stress setting up and breaking down for a meeting as well as “rushing” to arrive on time.

The main downside is the disconnect Stakeholders have with “interacting” in a very distance and impersonal way. This certainly does not create a sense of community and wanting to work together. Another downside is that meetings have no end time. There is no one who will come and turn out the lights and ask you to leave.

It is Outreach’s hope that Zoom will continue long after we are meeting in-person again. Not to force remote meetings on residents, but allow those who cannot make it (e.g., traffic, illness of child) to still attend and participate. In the next quarter, Outreach will brainstorm regarding the possibilities of the community and the MVCC benefiting from this online tool.

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MOTIONS: FISCAL YEAR 2019-2020

Outreach has been working on a format that will provide motion information online in an easier format than the current process of reading the Minutes from each Board of Directors' meetings. However, this has been put on hold until updating the website is completed since the tools available will change.

In the meantime, the list below incorporates the Motion Numbering System used by Holly Tilson, the current MVCC Treasurer. It is an easy system that references the Board of Directors' meeting when the motion(s) was passed (or failed). It also provides a unique number.

The first numbers are the year(dot)month(dot)day followed by the Agenda Item number of the Board of Directors' meeting where it was heard.

Administrative & Policy Motions

Administrative motions originate from the committee regarding its internal workings, while Policy motions are items that are brought before the Outreach Committee.

- 19.08.13_12.11 - Approval of Ad Design in the North Westdale Neighborhood Association's Newsletter
- 19.08.13_12.12 - Approval of Ad Design in the Mar Vista Neighborhood Association's Shakeout Event
- 19.08.13_12.13 - Approval to Revise Renters' Subcommittee to Renters' Engagement Subcommittee (RES)
- 19.08.13_15.04 - Approval of Outreach Committee Mission Statement
- 19.10.15_15.02 - Approval of Renters' Engagement Subcommittee Mission Statement
- 19.11.12_12.04 - Approval of Ad Design in the Mar Vista Neighborhood Association's Newsletter
- 19.11.12_12.05 - Approval of Ad Design in the Hilltop Neighbor Association Newsletter
- 19.11.12_12.06 - Approval of Ad Design in the Westdale Homeowner's Association Newsletter
- 19.11.12_12.07 - Approval of Ad Design for Boilerplate Advertising
- 19.11.25_10.02 - Tabled - T&I element of Community Plan Survey (without objection)
- 19.12.10_14.00 - Sent to Outreach Committee in regard to an expenditure for recording MVCC meetings
- 20.02.11_14.06 - Approval of Winter 2020 MVCC Newsletter
- 20.03.10_12.01 - Approval of the MVCC Logo for the Mar Vista Recreation Center Spring 2020 Egg Hunt
- 20.03.10_12.02 - Failed - Appropriation for Summer 2020 MVCC Newsletter
- 20.06.09_15.02 - Approval for Website Designs
- 20.06.09_15.03 - Approval for Bus Bench Designs

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Funding Motions

A few motions needed to be brought before the Board more than once to be passed. The amount in the “Unused” column represents the amount remaining after the project was completed and what was placed back into the general fund. One motion was not noted as it never started. A few were prematurely stopped, hence a remaining balance—all due to COVID. As the City begins to reopen, it is hoped that these projects will be completed in short order.

| Description | Passed | Spent | Unused | Remaining |
|--|---------------------|---------------------|--------------------|--------------------|
| 19.08.13_12.11_NWNA_Ad_&_Booth | \$ 300.00 | \$ 300.00 | | \$ 0.00 |
| 19.08.13_12.12_MVNA_Ad_&_Booth | \$ 300.00 | | \$ 300.00 | \$ 0.00 |
| 19.08.13_12.14_Storage_Unit_Supplies | \$ 500.00 | \$ 490.73 | \$ 9.27 | \$ (0.00) |
| 19.08.13_12.15_Mobile_Outreach | \$ 500.00 | \$ 469.19 | \$ 30.81 | \$ 0.00 |
| 19.08.13_12.16_Hospitality_Items | \$ 500.00 | \$ 110.72 | \$ 389.28 | \$ 0.00 |
| 19.09.10_12.11_Westdale_Booth | \$ 150.00 | \$ 150.00 | | \$ 0.00 |
| 19.09.10_12.12_Westdale_Ad | \$ 150.00 | \$ 150.00 | | \$ 0.00 |
| 19.10.15_12.05_Hilltop_Ad | \$ 150.00 | | \$ 150.00 | \$ 0.00 |
| 19.10.15_12.06_Hilltop_Booth | \$ 150.00 | | \$ 150.00 | \$ 0.00 |
| 19.11.25_09.02_Door_Hangers (first requested 8/13) | \$ 1,000.00 | \$ 314.62 | | \$ 685.38 |
| 20.02.11_12.03_Website_Update_Materials | \$ 150.00 | \$ 55.55 | | \$ 94.45 |
| 20.02.11_12.04_Locking_Storage_Cabinet | \$ 976.00 | \$ 659.55 | | \$ 316.45 |
| 20.02.11_14.01_Winter_Newsletter | \$ 8,000.00 | \$ 6,305.88 | \$ 1,694.12 | \$ 0.00 |
| 20.02.11_14.02_Community_Plan_Survey (12/10) | \$ 1,000.00 | \$ 897.69 | | \$ 102.31 |
| 20.03.10_12.03_SurveyMonkey | \$ 300.00 | \$ 297.00 | | \$ 3.00 |
| 20.04.14_11.14_Advertising | \$ 1,500.00 | \$ 515.99 | | \$ 984.01 |
| 20.06.09_15.01_Website_Upgrades | \$ 5,000.00 | \$ 2,500.00 | | \$ 2,500.00 |
| 20.03.10_15.06_MV_Rec_Center (COVID CANCEL) | | | | \$ 0.00 |
| Total | \$ 20,626.00 | \$ 13,216.92 | \$ 2,723.48 | \$ 4,685.60 |

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PROJECTS

A brief outline of what the Outreach Committee has been doing and/or is in the process of completing. This list is not exhaustive and is from the time period between reports.

Advertising

– BOILERPLATE ADS

Due to the *Safer at Home Order for Control of COVID-19* on March 13, 2020, ads were updated to reflect the change from in-person meetings to remote meetings. They are discussed in the “Neighborhood Associations - Newsletter Advertising” below.

– BUS BENCHES

As this Report is being finalized, the Outreach Committee is completing the process of advertising on bus benches within the Mar Vista Boundaries. The Department of Neighborhood Empowerment has a program whereby the bus bench is “free” but, you have to “purchase” the printing of the artwork to be placed on the bench. Both the funding and design have been approved.

It is hoped that this will be another way of encouraging Stakeholder participation as well as “advertise” the new look of MarVista.org. The ads will not be in place for about six weeks—a great time for MarVista.org as it should be completed beforehand.

– DOOR HANGERS

The Outreach Door Hangers for the Planning & Land Use Management (PLUM) Committee has been determined a success. To date, the rate of attending a PLUM meeting has been over 80%. The PLUM Chair, Stacy Shure, has recommended these to other PLUM Committees throughout the Neighborhood Council system. The Outreach Chair has accepted an invitation to present this idea to the Congress of Neighborhoods in July. This is especially gratifying due to the initial resistance from the PLUM Committee and entire Board. Reluctant approval was only received after it had been denied, denied again, sent back to the Outreach Committee, and resubmitted without change. Since its success, other Board members and committee

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Chairs have inquired about adapting door hangers for expanded use. The Outreach Committee is currently pursuing this avenue and should have an update in the next quarterly report.

- MVCC SEAL/LOGO

As previously report, the MVCC original seal/logo had been lost and weeks of inquiring with prior Board members provided no results. Therefore, the Outreach Chair digitally recreated the logo through using an old election banner for vector and color files. But, the search continued. Approximately ten days prior to this report, the Outreach Chair was discussing with the MVCC Chair, Elliot Hanna, that the final hope of finding the logo through Copyland was unsuccessful. They only had a very tiny version for the business cards. This reminded Mr. Hanna that a few days before, in preparation of clearing out of the storage unit, he brought home some digital files. He wondered if anything could be on it! Eureka! There was a file titled, "MVCC 2013 Letterhead.doc" that had the logo. He sent it to the Ms. Wheeler who used several imaging extraction programs and steps to produce an excellent quality image.

Immediately, the bus bench ads received this original logo as well as other items needing the MVCC logo. This logo is currently residing (for safe-keeping) on the MVCC Google Drive for future use by Board members.

Over the next few weeks, this logo will replace all previous logos on MVCC assets. This includes social media accounts, website, letterhead, agendas, etc.

This is a wonderful ending to a year-long search for the original MVCC seal/logo.

- NEIGHBORHOOD ASSOCIATIONS - NEWSLETTER ADVERTISING

Ads were placed in the June issues of two neighborhood associations that created, in addition to printing and distributing the June issue, online versions of their newsletters. There were:

- North Westdale Neighborhood Association (http://www.northwestdale.com/NWNA_Newsletters/NWNA_Newsletter-June2020.pdf)

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- Westdale Homeowner's Association (http://westdalehoa.org/wp-content/uploads/2020/06/Summer-Villager-2020.web_.pdf)

Other associations were contacted, but they are not currently distributing printed newsletters due to COVID. However, once they resume, we will actively pursue advertisement.

Community Plan Survey

In the March report, it was noted that:

The Board approved a joint project with the Community Plan Sub-committee at the February meeting (Item 14.2).

Both the Community Plan and Outreach Committees were actively moving forward and about to implement the survey when the *Safer at Home Order for Control of COVID-19* was announced.

Event Mobility Cart

In the March Report, it was noted that:

Its next venue will be the Mar Vista Recreation Center's Spring Celebration on April 4, 2020. Everyone is invited to attend this great family event. The Mar Vista Recreation Center has a new Recreation Director, Elisa White. With the approval of the NPG for this event during the March Board of Directors' meeting (Item 12.8), we look forward to participating that day. The MVCC will be provided a booth and be available to stakeholders for answering questions and supplying materials for citizen participation.

Due to the *Safer at Home Order for Control of COVID-19* on March 13, 2020, all activities by the Mar Vista Recreation Center are cancelled. And, with the budget cut, the Neighborhood Purpose Grant allotment is ~\$500 for the next fiscal year.

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MVCC Newsletter

Hopefully, a follow-up to the successful Winter Edition will be forthcoming. Newsletters will become more important as Stakeholders cannot meet with the MVCC in person.

Outreach eMail

The Outreach email continues to be a true asset in providing a history, a unifying feature, and a list of contacts for future Outreach Chairs as well as the MVCC Chair.

Outreach Table at the Board of Directors' Meetings

Due to the *Safer at Home Order for Control of COVID-19* on March 13, 2020, Board of Directors' meeting have not been meeting in-person for an Outreach Table. But, it will resume when in-person meetings resume.

Remote Meetings

Outreach will continue to train Board members and Committee Chairs as well as provide meeting assistance as needed. Everyone has been most kind and appreciative.

Storage Unit

In the March Report, it was noted that:

The Treasurer is working with the City regarding the contracts and insurance. Once completed, the locker will be purchased and items will be moved to the Mar Vista Recreation Center.

All hindrances of storing MVCC items at the Mar Vista Recreation Center were removed shortly before the *Safer at Home Order for Control of COVID-19* on March 13, 2020. Yet, there was not enough time to complete the move. While the storage cabinet was delivered, it is empty, waiting for the Mar Vista Recreation Center to reopen to complete the work. Hopefully, it will be completed before the next quarterly report.

MOVING FORWARD

In the March Report, it was noted that:

Since the last report, the Outreach Committee has been able to apply many “best practices” for social media and other MVCC assets. Additionally, the committee has worked with several MVCC committees, including: Community Plan, Emergency Preparedness, Homeless Issues, and PLUM in an effort to unify the MVCC and work as a cohesive body allowing us to “respond to the community needs in a timely fashion.”

Last year, an Outreach subcommittee, i.e., Renters’ Engagement (RES), was created to assist the MVCC in reaching renters. Apartments can be difficult to place traditional material due to security (e.g., locked gates). There were high hopes for this committee as it was a request by a Stakeholder who ran, but did not win a seat in last year’s election. It was a generous offer by the opposing and winning slate to create this new subcommittee. Full disclosure, the Outreach Chair was not on any Slate, ran as an independent, and was thrilled to have someone else excited about reaching renters. Full support for its creation was given by the Outreach Chair, and the subcommittee was provided every asset available. The full MVCC Board was also very supportive.

The Co-Chairs of RES requested independent meetings and a “hands-off” approach by the Outreach Committee. It was honored. As happens in any organization, sometimes a “hands-off” approach isn’t best; especially, when it concerns reaching out to the community which, generally, requires teamwork.

The subcommittee has held a few meetings (i.e., 5), but has been unable to produce any motions, actions, or ideas to reach renters. In the coming year, if reappointed, the Outreach Chair will provide a “hands-on” approach and be more involved in leading this subcommittee to a successful conclusion as renters must be reached—and sometimes, it just takes all of us!

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The biggest challenge for Outreach in the coming Fiscal Year is the ~25% budget cut as well as many Board members wanting to spend the MVCC Budget on other organizations during the COVID shutdown.

While the sentiment is heart-warming, it is inappropriately placed because it the MVCC's responsibility and duty to be the link between the Stakeholders and the City government—not to feed and clothe Stakeholders. That job is for specific non-profit and government agencies designed for the task. As individuals, it is good to give to charity organizations, and we should encourage it. But, the MVCC does not have the infrastructure to reach those in need nor the funds to compete with multi-million dollar organizations who also have the infrastructure.

This problem was never more apparent than two Board of Directors' meetings with Neighborhood Purpose Grants (NPGs). The first was the May 12, 2020, Board of Directors' meeting (<https://www.marvista.org/docs/34486081-10817.pdf>) where six NPGs were submitted for funding.

While At-Large Director, Andrea Ambriz meant well, her request for \$29,500 to be distributed among six organizations was not in line with Neighborhood Purpose Grants. True, the organizations were worthy of support, and true, the MVCC was given special dispensation by DONE to explore avenues to assist people during COVID. But, the entire annual budget for the MVCC is \$42,000 and it was a month from the end of the fiscal year. We simply did not have that much available. Neither did DONE, by their generosity, mean for the MVCC to put themselves out-of-business by spending more than or all that the MVCC had available.

A Special Board of Directors' meeting was held on May 28, 2020 (<https://www.marvista.org/docs/34486097-10900.pdf>) specifically for the purpose of NPGs in this time of COVID. While the total was lowered to \$9,000 (<https://www.marvista.org/docs/34486097-10900.pdf>), it still would have put the MVCC out-of-business; especially with the ~25% reduction in funds for the upcoming year.

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Full disclosure, the Outreach Chair voted against the aforementioned NPGs. The reason is that providing funds to any of those organizations is neither within the purview of the MVCC nor in the LA City Charter for Neighborhood Councils—we must stay in business. Additionally, with an election in this fiscal year and the ~25% fund reduction, we were already starting with a shortfall.

CONCLUSION

It is the hope that this report provides the needed insight to this relatively “new” committee. And that the MVCC Chair, Elliot Hanna, will see fit to reappoint the Outreach Chair for the upcoming fiscal year. And, that the Board will unanimously support the appointment.

Please, feel free to contact the current Outreach Chair (Kathryn.Wheeler@MarVista.org) with ideas, suggestions, and to volunteer. All are welcome and every idea is great for 15 minutes! If not reappointed, all information will be forwarded to the next Outreach Chair.

Thank you! Stay safe and well in this unusual time.