



Mar Vista Community Council

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SPECIAL REMOTE MEETING MINUTES

Outreach Committee with the Board of Directors

Thursday, March 25, 2021, 6:30pm to 7:30pm

PUBLIC WELCOME

ANY ATTENDING MVCC STAKEHOLDER IS A CONSTITUENT OF COMMITTEE

Remote Conferencing by Device: <https://zoom.us/j/98973758618>

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1. **CALL TO ORDER - 6:30pm** Kathryn Wheeler, Outreach Chair; Mary Hruska, Zone 3 Director, Secretary; Michelle Krupkin, Zone 5 Director, T&I Chair; Tyler Laferriere, Renter's Chair; Stakeholders: bitta, Derl Clausen, Faith Myhra, Glenn Hruska, MB Blakey, Michael MacRae, E and Wayne Wheeler.
2. **WELCOME** - The Chair had everyone introduce themselves as there were several new attendees who are Certified Candidates for the upcoming MVCC election.
3. **DECLARATION OF EX-PARTE COMMUNICATIONS AND CONFLICTS-OF-INTEREST - None**
4. **READING AND APPROVAL OF MINUTES**
 - 4.1. FEBRUARY 18, 2021 - Mr. Laferriere made a motion to approve the minutes, it was seconded by Ms. Hruska, and approved without objection.
5. **REPORT**
 - 5.1. Discussion and possible action regarding the *Outreach Committee Report*, March 2021 - A Verbal report was provided and the written report will be provided at the April Board of Directors meeting. Highlights included upgrades to Facebook, Instagram, Google, and Mailchimp. Also, The Web Corner should complete the website by the end of March. Once the work has been verified, the site will go online; hopefully, in April.
6. **STANDARD ORDER OF BUSINESS (40 MINUTES)**
 - 6.1. **NEW BUSINESS - FUNDING MOTIONS (require allocations of funds)**
 - 6.1.1. Discussion and possible action regarding an expenditure not to exceed \$1,000 for bus bench and/or bus shelter advertising. - The Chair stated that an uptick in web visits was noticed after the bus benches were released in January as well as in February after the distribution of the 2021 Election Newsletter. Also, the Chair

was informed by a stakeholder (not at the meeting) that he decided to become a candidate because of the newsletter. Mr. LaFerriere asked as to how long the ads remain on the benches. The Chair answered that the time ranges from four to eight weeks depending on who you ask; however, all who have been asked agree that they stay until someone wants the bench. A question regarding the language of the advertising was made and a thirty-minute discussion was expended on the subject. Since everyone had spoken at least once (some twice), and the concerns were not of the expenditure but an undesigned ad (which comes after funding), a motion was made by Ms. Krupkin to approve the expenditure, it was seconded by Ms. Hruska, and approved without objection.

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

6.2.1. Discussion and possible action regarding the design of an election mailer. - The Chair provided information regarding the location of the ballot drop box as it is under appeal with the City. Originally, the City was going to man any ballot drop box on the day of the election at the location the MVCC approved. The Board voted for and approved the Mar Vista Recreation Center (MVRC) to be the location. However, the City, without discussion, worked with the County to use their ballot drop boxes instead; which is not located at the MVRC. The mailer will reflect the correct location before being mailed. There were two small changes requested (i.e., "from...to"; bold "must be postmarked"); both were approved, and a motion was made by Mr. LaFerriere to approve the design, it was seconded by bitta, and approved without objection.

7. FUTURE AGENDA ITEMS (5 MINUTES) - None

8. PUBLIC COMMENTS/CONCERNS - bitta wanted information as to the best form of documentation for worker stakeholder status. The Chair opened up [MARVISTA.ORG/ELECTION](https://www.marvista.org/election) and scrolled to the appropriate section and recommended that everyone visit that page as well as use the links on the page to the City Clerk's Office for complete documentation. Her second question was regarding the potential for conflict of interest due to committee members in charge of the election while running as a candidate. She suggested that the positions be "hired out" to others not affiliated with the election. Ms Krupkin, Ms. Hruska, and the Chair explained the difference between the theoretical side and the practical side. It sounds great to "hire out" these committee duties; however, we hold volunteer positions, are already short-handed, so who would do it? All of us take Ethics Training, and are ruled by a Code of Conduct—we're honest people and we volunteer our time to reach the community, and it is great to have more people want

to get involved. A brief history of elections was provided by Ms. Krupkin, who has been a part of the MVCC the longest. And, all current Board members agreed they would love it if the City handled all the advertising, outreach, and everything associated with the election. It was the first question that the Chair asked when she attended her first *Elections & Bylaws Committee* meeting in 2019.

9. ANNOUNCEMENTS

9.1. Update on election outreach for the unhoused. - The Chair has attended several meetings and had phone discussions with the City. Due to COVID, all NCs are officially closed and may not participate in any activity that involves personal contact; liability is also a major concern. If any organization would like to participate, they may contact the City and the City shall determine if they may help.

Ms. Krupkin asked when the *Election & Bylaws Committee (E&B)* would be holding a Candidate Forum. May 15 and 22 have been set aside (which is yet TBD). The League of Women Voters should be hosting again. At next week's E&B meeting (on Wednesday), the committee will decide as to the question(s) for the Candidate Forum. The following evening is *Transportation and Infrastructure* and Ms. Krupkin invited everyone to join.

10. ADJOURNMENT - 8:06pm Ms. Hruska made a motion to adjourn, it was seconded by Mr. LaFerriere and approved without objection.

OUTREACH 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.

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