



# Mar Vista Community Council



**MAR VISTA COMMUNITY COUNCIL**  
Executive and Finance Committee  
Saturday, June 25<sup>th</sup>, 12:15 to 2:00 P.M.  
Grand View Market, 12210 Venice Blvd, Los Angeles 90066

## MINUTES

1. Call to Order  
Meeting called to order at 12:15 P.M.  
Quorum present: Rob Kadota, Melissa Stoller, Sarah Auerswald, Joseph Galloway.  
Guests: Holly Tilson
2. APPROVAL of minutes from June 6<sup>th</sup> meeting  
Not available
3. Introductions and Public Comments (2 minutes)  
Joseph Galloway: Would be willing to take on Treasurer position.
4. Treasurer's Report and action items for July BOD
  - a. Preliminary June MER and fiscal year close status  
\$2191.46 left in budget.  
Len understands concept and is trying to do departmental transfer for Fire Station.
  - b. Treasurer transition  
Holly Tilson has volunteered to be Treasurer.
  - c. Bank transition  
No new information. Rob will look in to becoming second signer on existing account.
  - d. Development of 2016-17 budget (<http://empowerla.org/nc-budget-package>)
    - i. Strategic Plan  
Do at a Board retreat.
    - ii. Outreach Survey  
Sarah Auerswald will complete.
    - iii. Budget (possible motion to follow)
      - **Budget motion submitted by Community Outreach Committee**  
Whereas in 1999, the Los Angeles City Charter established the Neighborhood Council System and the Department of Neighborhood Empowerment "to promote more citizen participation in government and make government more responsive to local needs..." (Charter Section 900); the Mar Vista Community Council recognizes that we must prioritize community outreach and approves the attached budget (*below*) of \$24,400 to create a more effective website, a Facebook ad campaign, continued use of printed newsletter, continued support of neighborhood block parties, creation of zone specific and multi-unit residential outreach tools, adoption of electronic email service, banners and flyers to promote MVCC events, supplies for in-person outreach events "coffee time with the board members" and printed material for committee and BOD meetings. (See slide below from Empower Budget Training - audio states: "keep in mind that the NC is not a foundation for granting public funds".)

## Annual Budget (cont.)

### Recommended Budget Breakdown

Budget Category	Recommended %
100 Operations	~15%
200 Outreach	~40%
300 Community Imprv Prjct	~20%
400 N. P. G.	~15%
500 Elections	~10%
	100%

### **200 Outreach**

<b>ADV Advertising</b>		
	Banners, signs & biz cards	3,000
	Facebook Ads (\$100/month)	1,200
	Community giveaways (ex: bags, cups, etc.)	1,000
<b>EVE Event Expense / Food &amp; Refreshments</b>		
	NA Block Parties (\$300 X 7)	2,100
	Coffee Time events within each Zone (\$100/month)	1,200
	Eco Car Expo	600
<b>MEE Meeting Expense</b> - photocopies (agendas, minutes, etc.) - moved to operations		
<b>NEW Newsletter Expense</b>		
	2 newsletters (\$4k each)	
	(Printing, design & distro)	8,800
	New email service (like constant contact) Annual	1,500
<b>WEB Website Maintenance/Enhancement/Creation</b>		
	New website design	5,000
	Monthly retainer for maintenance - TBD	
	<b>Sub Total</b>	<b>\$24,400</b>

Majority of expenditures are supposed to be for community outreach. Grants to schools is drop in the bucket to school; not drop in the bucket for MVCC. Expenditures to schools, NAs should include outreach opportunity.

Add line item for targeted outreach: advertising in Spanish, "Welcome to the Community" door hangers. (ask apartment to distribute); outreach to existing residents to let them know about MVCC.

Joint venture with Chamber/Council Office.

Something to post in MDU laundry rooms with info.

Utility box with image that reflects community, with Council member & MVCC website info at bottom. QR codes?

CD 11 doing 27 lamppost banners Inglewood to Beethoven: one design. up for 1 year.

Send out something to Mar Vista leadership once a month.

Emphasis should be on Community Outreach; all NPGs as well as neighborhood association support should include an MVCC outreach component. Discussion of

outreach ideas. Newsletter funding is a placeholder; perhaps use for different outreach mechanism.

Sarah has talked to a web designer who's done sites for other NCs; \$5000 appears to be sufficient for design and data porting. Melissa wants to check usability of these sites. Holly will provide list of approved vendors.

Will include draft budget based on Outreach input and Attachment A (with missing amounts filled in) on July BOD agenda.

iv. Self Assessment

a. Regular meeting date, time and location

b. Appointment of Zone 2 Director

Sent email to past presidents of Nwana. Marty Rubin is open to serving. Would like to have choice of more than one for openness and transparency. Will host meeting at St. Andrews. Trying to allow all voices.

c. Committee appointments

No current evaluation of how committees are working. How do you make decision of whether to appoint? Will ask chairs to have available an evaluation form at meetings. Also, reach out to meeting attendees occasionally for outreach. Rob is making list of possible meeting sites. PLUM: Steve Wallace is open to continuing or not continuing. Latrice is interested in being involved.

d. Liaison appointments

e. Board training

i. Funding, Ethics & Code of Conduct

As of meeting, almost everyone has completed required training.

ii. Standard operating procedures

f. Rules of order

g. Board get-together

Will be Brown Acted gathering. Some suggested topics: how to use website, Brown Act, duties, opportunity to give input about committees, how to make a motion.

h. Discussion of July BOD Agenda

i. Agenda format & sequence

ii. Policy motions

7. Public Comment

Sarah: have board meetings efficient. Make committee minutes available to BOD a week before.

Joseph: having minutes within a few days after every meeting, refreshments.

Robin: high functioning, but need more people. Don't set aside ethical issues.

Holly: be able to have some sort of dialog with Zone 6 people.

Melissa: Written reports, digital and printed.

Rob: in communication with Farmers' Market to sell identity stuff at MVCC tent. Mar Vista celebrates 90<sup>th</sup> next year. 2<sup>nd</sup> Vice Chair focus on internal (such as Zone Director support), 1<sup>st</sup> Vice Chair on external affairs. Chair & Vice Chair divvy up committees to support.

8. Adjournment

Meeting adjourned at 1:55 P.M.

## Attachment A

MVCC 2016-17 Budget Worksheet		
<b>Total Annual Allocation</b>		<b>\$37,000</b>
Category		
<b>100 Operations</b>	%	Total
Audio and Visual Services		
Training and Board Retreat		\$150
Farmers' Market space rental		\$1,000
PO Box Rental		\$132
Other Facilities Related and Space Rental		
Business cards		\$250
Meeting materials printing (agendas, minutes, etc.)		\$1,000
Certificates of election		
Board lapel pins/name tags		
MVCC table cloths (3)		
AV/electrical storage box		<a href="https://www.amazon.com/STANLEY-STST-18612-2-in-1-Mobile-Workshop/">https://www.amazon.com/STANLEY-STST-18612-2-in-1-Mobile-Workshop/</a>
PA system		
Office Equipment and Supplies		
Postage		
Temporary Staff		
Translation and Transcription		
Miscellaneous		
<b>Sub Total</b>	7%	<b>\$2,532</b>
<b>200 Outreach</b>		
Advertising Banners, signs, MVCC promo cards		\$1,000
Facebook Ads (\$100/month)		\$1,200
Block Parties (\$300 X 7)		\$2,100
Coffee Time events within each Zone (\$100/month)		\$1,200
BOD meeting refreshments		
Stakeholder meeting		
Zone Director printing		
Eco Car Expo (banners flyers, signs)		\$600
2 Newsletters @ \$4,400 each (layout, printing, distro)		\$8,800
New email service (like constant contact) Annual		\$1,500
New website design		\$5,000
Website transition & maintenance		
Web hosting (32.09/month)		\$386
<b>Sub Total</b>	59%	<b>\$21,786</b>
<b>300 Community Improvement</b>		
Community Improvement Project		
<b>Sub Total</b>	0%	<b>\$0</b>
<b>400 Neighborhood Purpose Grants</b>		
Fall Festival		\$4,000
Winter Wonderland		\$1,000
Art Walk (\$125 per event)		\$500
Make It Mar Vista		\$500
School grants		\$3,000
TBD		\$1,000
<b>Sub Total</b>	16%	<b>\$6,000</b>
<b>500 Elections</b>		
Election Outreach Expense		
<b>Sub Total</b>	0%	<b>\$0</b>
<b>Grand Total</b>		<b>\$30,318</b>

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- \* **PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS** – *The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.*
  - \* **PUBLIC POSTING OF AGENDAS** - *MVCC agendas are posted for public review at Mar Vista Recreation Center, 11430 Woodbine Street, Mar Vista, CA 90066*  
*You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <https://www.lacity.org/subscriptions>*
  - \* **THE AMERICAN WITH DISABILITIES ACT** - *As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting [chair@marvista.org](mailto:chair@marvista.org).*
  - \* **PUBLIC ACCESS OF RECORDS** – *In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website, <http://www.marvista.org>, or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, contact [secretary@marvista.org](mailto:secretary@marvista.org).*
  - \* **RECONSIDERATION AND GRIEVANCE PROCESS** - *For information on MVCC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the MVCC Bylaws. The Bylaws are available at our Board meetings and our website, <http://www.marvista.org>.*