

ELECTIONS AND BYLAWS COMMITTEE-2019-PROPOSED BYLAWS CHANGES

Submissions for proposed bylaws changes should be sent to the Chair in writing with ample time to review and place on the agenda - one week or more.

CURRENT LANGUAGE:

Attached are pages 1 and 2 of the Media Policy with the word “logo” highlighted.

PROPOSED LANGUAGE:

For Committee consideration is whether or not the Media Policy is sufficient. And, that a “Seal Policy” would be redundant and is not necessary.

RATIONALE:

11/12/19 BOD Agenda Item #14.1 was sent to Elections & Bylaws. The request was made by the Outreach Chair due to the belief that the current Media Policy (8/13/19) is sufficient to cover the “logo” that also can be referred to as a “seal.” Especially since they are the same image (see attached pages).

The word “seal” does not exist in any of the following governing documents:

Approved Bylaws (12/4/18)
Standing Rules (8/13/19)
Tent Policy (8/13/19)
Code of Conduct (8/13/19)
Media Policy (8/13/19)

However, the word “logo” does appear in one governing document:

Media Policy (8/13/19)

Upon reviewing the definitions of “logo” and ‘seal,” the Media Policy for the “logo” should be sufficient to cover the concerns addressed in the BoD Agenda Item #14.1.

SUBMIT TO: MARTIN RUBIN Martin.Rubin@marvista.org

SUBMITTED BY _____ Kathryn Wheeler _____ DATE __ 11/13/19 _____

CONTACT INFO _____ Kathryn.Wheeler@MarVista.org _____

Media Policy of the Mar Vista Community Council

POL-2019-001

Approved by MVCC Board of Directors on
August 13, 2019

1. The purpose of this Media Policy is to establish guidelines for the establishment and use - by the Mar Vista Community Council ("Council") - of media designed to convey information to members of the public. This media will be categorized as:

1.1. Traditional media--- which includes, but is not limited to: Printed materials such as flyers, banners, signs, paper agendas, business cards, certificates and door hangers; displays such as bulletin boards; identification items such as name badges and event t-shirts; and branded outreach items such as reusable bags and embossed pens.

1.2. Social media---which refers to any electronic communication outlet intended to facilitate the distribution of user-generated content to a broad audience. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Flickr. "Council social media sites" means social media outlets established and maintained by the Council and its committees. Currently the Council operates an official website and a Facebook page. "Posts" or "a posting" means information, articles, pictures, videos or any other form of communication posted on a social media outlet.

1.3. The Council has an overriding interest to protect the information posted on its media and the content that is attributed to the Council and its officials; and to prevent unauthorized use of its name or official **logos**.

2. The following are General Media Guidelines and Rules

2.1. All Council-generated media must adhere to Standing Rule #2. Communications and be consistent with the governing Authority of the Mar Vista Community Council.

2.2. The content (which includes, but is not limited to, information, images, videos and hyperlinks) of Council media must pertain to one of the following:

1. Policy positions adopted by the Board.
2. Council-sponsored or Council---endorsed programs, services, and events.
3. A Council committee's approved mission.

2.3. Media must NOT contain any of the following:

1. Profane or obscene language or content
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance,
3. Sexual content or links to sexual content
4. Solicitations of commerce
5. Conduct or encouragement of illegal activity

Media Policy of the Mar Vista Community Council

POL-2019-001

6. Information that may tend to compromise the safety or security of the public or public systems
7. Content that violates a legal ownership interest of any other party
8. Content to support or oppose political campaigns, candidates, or ballot measures unless the Council has approved the position at a public meeting and authorized the media.
9. Information that is confidential as defined by any Council policy or state, federal, or local law or regulation.

2.4. Use of a Council **logo** or name as well as claims of endorsement by another media platform not controlled by the Council requires pre-approval by the Board. When unauthorized use is discovered and reported, the Council Chair, or designee, must request immediate removal; if this request is not heeded, the Chair must request the support of DONE and/or the City Attorney, as appropriate.

2.5. Council media may acknowledge supporters of Council activities on a Council media platform related to the activity. Support may include, but is not limited to donation of funding, goods, services, facility use and expertise. Acknowledgement may include, but is not limited to, posting of a **logo**, a link to the entity's web or social media site, images that identify the entity. Acknowledgement is recognition of support and must not promote the purchase of products and services, or solicit votes.

3. Additional Social Media Guidelines and Rules:

3.1. All social media outlets established by the Council or any of its committees are deemed to be Council sites and content is subject to approval by a designated director. Approved Council sites must bear the name and/or official **logo** of the Council and include a link back to the Council's official website.

3.2. The Council administers Council social media sites, but the content on the sites is not entirely controlled by the Council. The Council does not endorse any link or advertisements on its social media sites placed by the outlet's owners or their vendors or partners. The Council reserves the right to remove any content from its social media sites at any time.

3.3. Comments can provide valuable information and feedback to MVCC and community members. All comments posted to the Council's social media sites shall be subject to moderation to the extent allowed by the platform. The Council reserves the right to remove inappropriate comments.

3.4. Members of the Council and Council Committees must not respond to any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

3.5. Council social media sites are subject to the California Public Records Act. Any content maintained on a Council social media site that is related to Council business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a

Media Policy of the Mar Vista Community Council

POL-2019-001

public record and subject to public disclosure. Prior written consent considerations may limit disclosure of Stakeholder information.

3.6. These guidelines must be displayed to users or made available by hyperlink on all Council social media sites when feasible. When possible, any content removed based on these guidelines should be retained, including the time, date and identity of the poster, when available.

3.7. The Council reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by a designated director or a quorum of the Board of Directors. This includes - but is not limited to - information, articles, pictures, videos or any other form of communication that is posted on a Council social media site.

3.8. No individual Board member or MVCC stakeholder, other than the Chair, shall represent the Board in the absence of approval by the Chair or an authorizing motion or resolution.

4. Website:

4.1. All substantive changes to the MVCC Website, including – but not limited to – design, hosting, and choice of management (webmaster), shall be approved by majority vote of the Directors present at a scheduled meeting of the Board of Directors.

4.2. The Outreach Committee is charged with facilitating substantive website changes - in collaboration with all interested Board members - and shall consider multiple options before presenting any substantive proposals to the full Board for approval.

4.3. The final proposal will be presented in appropriate detail to the full Board. The Board and public will review this proposal for 30 days, and at the next meeting of the Board the proposal will be submitted for approval.

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

POL-2019-001 – Policy for Use of the MVCC Seal

September 10, 2019

1. Purpose

This MVCC Seal Policy establishes guidelines for the establishment and use the official seal to convey council endorsement of community events

2. Definitions

"Seal" refers to the official seal of the Mar Vista Community Council as shown below:



3. Policy

The Council has a long history of providing financial and other support to various community events. When providing sponsorship, the event organizers have often used the seal to convey that support. However, the council – up to now – has had no official policy regarding the use of its seal.

It is the official policy of the Mar Vista Community Council that use of the council seal must be authorized by a vote of the board for any event in which the sponsor wishes to use the seal. Use is limited to organizations eligible to receive council funding. Such authorization shall be on a case-by-case, event-by-event basis and must be granted by a vote of the Board. Blanket authorizations are not permitted.