



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
Community Outreach Committee
Tuesday, August 16th, 2016, 5:30PM
Mar Vista Public Library
Public Meeting Room
12006 Venice Blvd, Los Angeles, CA 90066

1. Call to Order
2. Introductions and Public Comments
3. July minutes approved
4. New Business
 - a) **MVCC Website – Redesign and/or fix**
 - Update on the information gathering process and establishment of the website Ad Hoc committee, details and working group parameters, with possible funding motion to follow
 - b) **Fall Festival – Discussion & Funding Motion**
 - discussion of ways to maximize our Outreach effort during the event, like have committees present, get email sign-ups, etc.
 - Whereas the Mar Vista fall Festival is an annual event that benefits the whole community, and whereas the MVCC has supported the event in the past, Therefore, the MVCC will support the 2016 Fall Festival in the amount of \$4000.*
 - c) **Hilltop HNA Picnic – Funding Motion**
 - Whereas the Hilltop HNA has their Picnic on September 10th, and Whereas the MVCC leadership can attend and use the occasion as a chance to do Outreach for the MVCC, Therefore, be it resolved, that the MVCC will pay \$300 to the Hilltop HNA Picnic.
 - d) **Facebook Ad campaign – Funding Motion**
 - Whereas Facebook is a useful tool to increase engagement and outreach, Therefore the MVCC will spend \$100 for ads in August and September.*
 - e) **Mailchimp Email Service – Funding Motion**
 - Whereas the email system in the current website is not working correctly, and it is therefore imperative to use a new system to email stakeholders, therefore the MVCC will spend \$50/month for Mailchimp subscription, beginning in August.*
 - f) **Farmers Market Tent Outreach**
 - goal is to maximize the space and have more materials on hand – newsletters from all NAs, etc. + ideas for ways to spend the approved funds
 - g) **Informational Materials to display at BOD meetings**
 - discussion of what to have: explainers, meeting norms, and can include Civics 101 information like How to ask

for a Stop Sign, How to get Permit Parking, etc...

h) Mar Vista Art Walk Outreach opportunity

- discussion of how to maximize our outreach at the event

i) Increase Zone Engagement

- discussion of ideas - voter totals by Zone, eBlasts by Zone, coffee meetings, etc.

j) Focus Outreach on Apartment Dwellers, Seniors & Youth, Spanish-Speaking Community

- discussion of ideas, strategies, Apartment owner/managers outreach

k) Mar Vista Celebrates 90 years 2017 – opportunity

5. Old Business – update Report from the August BOD meeting

6. Public Comment

7. Adjourn

* **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.*

* **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.*

* **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>.*