



# Mar Vista Community Council



## AGENDA

### Outreach Committee

<http://www.marvista.org/outreach-committee.php>

Thursday, Feb 8th 2018, 6:30pm

Mar Vista Library (SW corner of Venice/Inglewood Blvd. intersection)  
Community Room

1. **Introductions** ~ WELCOME!
2. **Minutes** – 10/12/17, 11/9/17, 11/16/17 minutes approval
3. **Public Comment**
4. **Old Business** - *None*
5. **New Business** ~ **Outreach strategy**

#### **A. Events**

- I. Farmer's Market
  - a. Tents, Featured groups
    - i. Scheduling; historical, plans moving forward
    - ii. Identify coordinator of FM strategy
    - iii. Encourage committees, neighborhood groups, guests for rotation; board members "office hours"
    - iv. Maintain Committee Actions Binder
    - v. Onsite signup with ipad.
- II. Monthly speaker series/Town Hall
  - a. Logistics: solicit and assist committees
    - i. Youtube channel
  - b. PLUM, SB827 discussion
  - c. Great Streets, Lane reduction
- III. Fall festival
  - a. Review insurance impediments
  - b. Coordinate with Park manager, old committee

#### **B. Communications**

- I. In-person
  - a. Newsletter (springtime)
    - i. Writers, graphics interest in the community?
  - b. Committee Actions Binder (on display at FM; cf 5.A.I.a.iii above)
  - c. Brochure, in-progress
    - i. Committees general meeting schedule and missions

- d. Community group partnership-reps for meeting attendance
  - i. neighborhood associations
  - ii. neighborhood watches
  - iii. block captains
  - iv. advocacy groups
- II. Electronic
  - a. Website
    - i. Access, revise photos
  - b. Eblast
    - i. Secretary's purview
  - c. Social media (FB, NextDoor, Twitter)
    - i. Identify social media coordinator
    - ii. ND: Need ArcGIS coords from DONE
    - iii. Need Twitter, FB, youtube accts?
      - i. What was used for MVNA feed?
  - d. Email list expansion –
    - i. Committees (opt out letter needed)
    - ii. Liaison, allied groups (opt in letter needed)

### C. Visibility

- I. Promotional swag
  - a. \$7500 budget via ExFin for small-medium-large purchases
  - b. Dynamos already purchased
  - c. Post-its – trash bag holders – seat cushions – notepad w/pen – mug ???

## 6. Public Comment

### 7. Future Agenda items

- A. policy motion formalizing availability of MVCC outreach funds for neighborhood associations (MVCC zone directors)?
- B. Review mission statement?

## 8. Adjourn (by 7:45pm)

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