



Mar Vista Community Council



AGENDA & MINUTES

Outreach Committee

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

Friday, April 13th, 2018, 6:30pm

Coffee Connection (SE corner of Centinela/Venice Blvd.)
Parking in lot on Pacific south of the coffee house

1. **Introductions ~ WELCOME!**

Present: Holly Tilson, Rob Kadota, Sara Roos;
Kalani Whittington @ 7:11pm

2. **Minutes** – 3/8/18, 3/12/18 minutes approval

Passed 3/8/18: 2/0/1 @ 7:02pm

Passed 3/12/18: 1/0/2

3. **Public Comment**

TAP cards cannot be done, plus they're moving away from them.

4. **Revisit of funding measures from 3/8/18 meeting, BoD approved**

\$4718.40 total appropriations voted on 3/8/18 (\$1K FM tent replacements, \$1K Green Garden PR/printing costs, \$1.5K post-its, \$488.40 seat cushions, \$730 trash bags (safety campaign))

Tilson: Current appropriations < \$6500 but there will be more available from other categories.

5. **Revisit of funding measures from 3/12/18 meeting, BoD approved**

\$500 Tri-fold promo brochure printing, \$1.5K post-its, \$300.00 Mugs, \$2500 Safety Lawn Sign campaign,

6. **Implementation of promo items**

A. Formalize design, vector file

I. Honda designs to review

Updating logo needs a call-out, to go to the full board

This is not a difference, it's a print—updating, need for a vector file.

II. Promo company update

B. Brochure text

C. Possible Sunday morning meeting

7. **Formalize Outreach event expenditure procedure**

A. Possible Motion to approve codifying procedure

Not necessary

8. Social media strategy

A. Manager still needed

I. Facebook

Not a modern format!

II. Mail chimp

III. Instagram

IV. Twitter

V. NextDoor

B. Outreach strategy

I. Ideas to reach new demographics, youngers, disenfranchised

Need brochures; how to get them into multi-dwelling units

Incl regular events – FF, FM, Art Walks

Distribute to apartment managers and rental companies

Postcard mailing?

Food trucks at BOD meeting?- successful at PNC

II.and to encourage support from BOD members

III. Update on Social Media strategy

9. Public Comment

10. Future Agenda items

11. Adjourn (by 7:15pm)

Adjourned, 7:15

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