



Mar Vista Community Council



MINUTES

JOINT MEETING - Outreach Committee & Renters' Engagement Subcommittee

MarVista.org

Thursday, August 22, 2019, 6:30pm

The Coffee Connection, Ramp Room

3838 S. Centinela Avenue | Mar Vista, CA 90066

Outreach Committee

Kathryn Wheeler - Chair

Ashley Zeldin - First Vice-Chair

Adriana De La Cruz - Second Vice-Chair

Renters' Engagement Subcommittee (RES)

Annie Bickerton - Co-Chair

Tyler LaFerriere - Co-Chair

MISSION STATEMENT: To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of the Mar Vista Community Council; including, but not limited to increasing awareness of and participation in its functions, duties, and decisions.

MISSION STATEMENT:

To be determined tonight or cannot go before the Board any earlier than October.

1. CALL TO ORDER

CHAIR: MEETING CALLED TO ORDER, 6:45PM

2. ROLL CALL (ATTENDANCE)

Roll Call: Kathryn Wheeler, Ashley Zeldin, Tyler LaFerriere, Ethel Oderberg, Wayne Wheeler, John Nesky (arrived later)

3. WELCOME AND INTRODUCTIONS

4. ANNOUNCEMENTS BY REPRESENTATIVES FROM THE CITY OR MVCC (15 MINUTES)

4.1. Ethel Oderberg from the Westdale Homeowners Association (Zone 3)

Chair: Introduces Ethel Oderberg.

Ms. Oderberg: I am the Vice President of the Westdale Homeowners Association and have been on the Board for 15 years. We have held block parties on and off since its founding in the 1940's. This year the block party is on Sunday, September 22, 2019, from noon to 4pm. We have received the necessary permits to close off the streets and Councilman Bonin will attend as well as our Senior Lead Officer Muther. CERT usually has a table and the LAFD attends bringing a fire truck for the kids to enjoy. Also, the kids will have access to a bouncer, face painter, henna tattoo artist, and other activities of arts & crafts. Dogs are welcome, on a leash, of course. There is fun for the entire community. It is free to the public and all are welcome. Local real estate agents also help sponsor the event. We also provide a quarterly newsletter to the 950 homes in our area. Membership to the association is \$20 per year, and the block party is a great day for adding membership. We welcome and invite MVCC to join us that day.

Chair: Thanked Ms. Oderberg for remarks and discussion of the event. It is very exciting for MVCC to be provided an opportunity to attend the party and meet stakeholders.

4.2. Hilltop Neighbors Association Representative (boundaries include portions of Zones 3 & 4)

Chair: The Hilltop Neighbors Association Representative was unable to attend; therefore, any motion will be tabled until such time as a representative can attend a meeting. An open invitation is extended to the Hilltop Neighbors Association. We look forward to welcoming them at any time.

5. READING AND APPROVAL OF MINUTES (5 MINUTES)

Include into minutes for 8/1/19 under Reading and Approval of Minutes:

During correction of the minutes, using the word "mediums" in the Outreach Mission Statement lead to changes. Due to the changes, the Mission Statement could not go before the next Board of Directors' meeting. Current Board Members suggested (and it was agreed upon) that the Outreach Mission Statement would become a Director's Motion to pass it without delay.

Chair: Mr. Laferriere made a motion to pass the minutes as amended. Mr. Wheeler seconded. The minutes passed without objection.

6. REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION - SEE MEETING PACKET FOR MORE DETAILS (30 MINUTES)

Discussion of the motions that were passed at the previous MVCC BoD meeting with possible actions/motions for additional outreach to increase the awareness of and/or

support from stakeholders. These actions may include; but are not limited to, flyers, mailers, attending events, Apps, and other avenues available to Outreach. The following items were on the Consent Calendar. The Consent Calendar is reserved for items deemed to be routine and non-controversial. Any board member may pull an item or items for further discussion.

6.1. Discussion of the following motions that were approved at the previous MVCC BoD meeting. No motions may be derived from these items at this meeting.

12.5. [FUNDING][ExFin] Neighborhood Purposes Grant for Friends of the Mar Vista Library - Approval of a Neighborhood Purposes Grant in the amount of \$1,500 for Friends of the Mar Vista Library for the purpose of supporting a one-day, lima-bean-themed arts-and- crafts festival.

Chair: The event is this weekend and hope everyone will attend. I am planning on attending and posting photos on Instagram.

12.6. [FUNDING][ExFin] Mar Vista Farmers' Market Rental Fee - Approval of an appropriation not to exceed \$1,200 for FY2019-2020 booth rental at the Mar Vista Farmers' Market.

12.7. [FUNDING][ExFin] E-mail Marketing Service Fee - Approval of an appropriation not to exceed \$360 for an e-mail marketing subscription for FY2019-2020.

12.8. [FUNDING][ExFin] Website Hosting Fee - Discussion and possible action regarding an appropriation not to exceed \$1,926 for website hosting services for FY2019-2020.

12.9. [FUNDING][T&I] Joint MVCC, Venice NC and Del Rey NC Town Hall Meeting re: Culver City Stormwater Project - Approval of an appropriation not to exceed \$500 for venue fees, outreach and refreshments for a T&I sponsored and jointly organized MVCC, Venice NC and Del Rey NC stakeholder town hall on the Culver City Stormwater Project in late September/ early October 2019.

Discussion: There was great interest in providing outreach for this meeting; however, since there was no date, it was decided that creating generic outreach materials would be best. Ms. Zeldin, Mr. LaFerriere, and Ms. Wheeler will be creating such materials and motions to print will be entertained.

12.11. [FUNDING][Wheeler] Support of Nwana Block Party - Approval of an appropriation not to exceed \$150 for booth/tent rental at the Nwana 6th Annual Block Party held on Saturday, September 21, 2019. And, an additional expenditure not to exceed \$150 to purchase ad space in its newsletter.

Chair: This ad has been created and already approved for the NWNA newsletter. Ms. Zeldin and Ms. Wheeler plan on attending the tent/booth during the event.

12.12. [FUNDING][Wheeler] Support of MVNA Shakeout Event – Approval of an expenditure not to exceed \$150 for booth/tent rental at the MVNA Shake-Out event to be held on Saturday, October 19, 2019. And, an additional expenditure not to exceed \$150 to purchase ad space in its newsletter.

Chair: The event needs materials for the MVCC tent/booth as it will be specific to handheld radios needed during an emergency. Ms. Zeldin volunteered to provide examples for flyers to the committee next month for approval and motion before the BoD.

12.13. [ADMINISTRATIVE][Wheeler] Revision to Name of Renters’ Subcommittee – Approval of a renaming the Renters’ Subcommittee to Renters’ Engagement Subcommittee (RES) for clarity of the subcommittee’s purpose and ease of use.

12.14. [FUNDING][Wheeler] Storage Unit Supplies – Approval of an appropriation not to exceed \$500 for storage items including shelving, containers, and other products necessary to organize and provide easy access to current and future MVCC materials and supplies.

12.15. [FUNDING][Wheeler] Mobile Outreach Supplies – Approval of an appropriation not to exceed \$500 for mobile outreach supplies (e.g. a banner, tablecloths, photo frames, clipboards, pens) necessary for travel to promote and generate interest in MVCC.

Chair: Questions arose as to the specific items. There was a misunderstanding that some of the items listed above were for “give aways.” They are not. All the materials are to properly promote MVCC while staffing a booth at an event. Outreach materials will be separate motions.

12.16. [FUNDING][Wheeler] Hospitality Items for Board of Directors’ Meetings – Approval of an appropriation not to exceed \$50 for hospitality items purchased and provided at Board of Directors’ meetings.

12.17. [FUNDING][Wheeler] Rental of a more accessible location for Equipment – Approval of an appropriation not to exceed \$150/month for storage space to hold the equipment and supplies necessary for the MVCC Board of Directors’ meetings, including labor costs for set-up and tear-down.

6.2. Discussion of recent Board-approved motions. This discussion has been agendized for a possible motion for Outreach action and/or materials. The work needed to present a

successful proposal for a motion will be distributed among committee members/chairs in hopes of providing more inclusion, transparency, and education of the process.

6.2.1. [MOTION] Approval by the Outreach Committee for an expenditure of up to \$1,000 for the designing, printing, and distributing materials to notify stakeholders of the motions/actions passed by the MVCC. These materials would provide needed outreach to stakeholders regarding the work of the MVCC to encourage participation and support.

15.1. [ADMINISTRATIVE][Elections & Bylaws] Updates and Revisions to MVCC Standing Rules and Policies - Discussion and possible action regarding updates and revisions to the MVCC standing rules and related policies.

15.2. [ADMINISTRATIVE][Elections & Bylaws] Election Workshop in CD11 - Discussion and possible action regarding a letter from the MVCC Board of Directors requesting that "Empower Los Angeles" schedule a workshop as soon as possible within Council District 11 in order that all the West Area Region Neighborhood Councils are afforded the same opportunity as the other Los Angeles Neighborhood Councils to provide candidate and stakeholder, in-person election feedback regarding the 2019 Neighborhood Council Elections.

15.3. [ADMINISTRATIVE][Stakeholder] Motion Regarding 6/22/2019 Community Plan Workshop - Discussion and possible action regarding a stakeholder motion for a letter to the Los Angeles Department of City Planning requesting that department representatives meet with the Community Plan Subcommittee.

15.5. [POLICY][Transportation & Infrastructure] Dockless Scooter and Bicycle Providers - Discussion and possible action regarding a joint Great Streets/T&I motion (based on a WRAC resolution model) regarding dockless mobility providers cooperating fully with law enforcement in the event of reckless and unlawful conduct by mobility product users.

15.6. [POLICY][Transportation and Infrastructure] Parking Demand Study - Discussion and possible action regarding a T&I motion requesting CD 11 to reconsider action on the parking demand study which was passed as an MVCC Policy on July 11, 2017.

15.7. [ADMINISTRATIVE][T&I] Culver City Stormwater Project - Discussion and possible action regarding a T&I motion requesting a letter to the City of Culver City, on behalf of the Board, asking that Project Manager Lee Torres in the Public Works Environmental Programs and Operations Division give a presentation about the Culver City Stormwater Project at the September 2019 Board of Directors meeting.

15.8. [POLICY][T&I] Rose Ave. Sidewalk Installation (Zone 6) – Discussion and possible action regarding a T&I motion asking the Board of the MVCC to state its support for the installation of a sidewalk on the South side of Rose Ave. between S. Centinela Ave and Colonial Ave in Zone 6.

15.9. [POLICY][PLUM] Support of a WRAC Motion Extending Protections Under L.A.M.C. 12.95.2(f)(6) – Discussion and possible action regarding a WRAC-passed motion requesting an extension of protections under L.A.M.C. 12.95.2(f)(6) to development/demolition permits for construction of new condominiums and construction of new apartments.

Chair: A motion was made by Ms. Wheeler, and seconded by Mr. LaFarriere for an expenditure of up to \$1,000 for the designing, printing, and distributing door hangers to notify stakeholders of the Community Plan Subcommittee activities, including the Community Plan Workshop and the recent stakeholder motion (see 15.3). These materials will provide needed outreach to stakeholders increasing the awareness of and participation in MVCC functions, duties, and decisions. It passed with the vote count of: 3 yeas - 1 nay - 1 abstain.

6.3. Discussion of the motions that were not passed at the previous MVCC BoD meeting with possible actions/motions to resubmit and obtain support for and passage of said motion at the next BoD meeting. The work needed to present a successful proposal for a motion will be distributed among committee members/chairs in hopes of providing more inclusion, transparency, and education of the process.

6.3.1.[MOTION] Approval by the Outreach Committee for a resubmission, with any amendments, at the next Board of Directors' meeting for item 12.10 from the BoD Agenda on August 13, 2019.

12.10. [FUNDING][Shure/Wheeler] Outreach to Stakeholders Regarding Proposed Construction

- Approval of an appropriation not to exceed \$1,000 for door hangers - including distribution costs - to inform stakeholders of proposed construction projects.

Chair: A motion was made by Ms. Wheeler, and seconded by Ms. Zeldin for an expenditure of up to \$1,000 for the designing, printing, and distributing door hangers to notify stakeholders of proposed construction projects and MVCC's involvement. These Outreach Door Hangers would provide needed outreach to stakeholders increasing the awareness of and participation in MVCC functions, duties, and decisions. It passed without objection.

7. REPORTS OF CHAIRS (10 MINUTES)

7.1. Tyler LaFerriere - None Submitted

7.2. Annie Bickerton - None within RES's purview submitted

7.3. Adriana De La Cruz

Events supported by MVCC to be placed on MVCC media.

Note: MVCC policy is to place supported events on media; however, funding (as well as artwork*) has to be approved by Board of Directors beforehand.

7.4. Ashley Zeldin - None Submitted

7.5. Kathryn Wheeler

The Chair read the following statements:

Due to the Homeless Encampment around the US Post Office, the Farmer's Market is making some changes that might affect the MVCC tents. No specific details were provided before the time of posting this agenda or this meeting. Until further notice, no action is to be taken regarding the MVCC tents at the Farmer's Market.

Outreach has finally obtained access to all media accounts; yet, some with limited ability due to the nature of the MVCC being a government agency and how media accounts function—some don't "play" nice. :) In a recent email, the Outreach Chair requested from all Outreach Vice-Chairs/Co-Chairs to be prepared with their preferred social media choice for a discussion (including ideas) at this meeting. See item 8.2.3 below

Any use of the MVCC logo must go before the Board of Directors for approval. Every committee/subcommittee Chair and every vice-chair/co-chair within Outreach has been provided copies of the official logo. Since ads will include the MVCC logo, the Chair suggests a creation of a series of ads, in a variety of sizes, that can be "pre-approved" by the Board for usage. Otherwise, it could be two months or more before Outreach could place ads. These designs will be created by committee/chair members and submitted 5-7 days before the next Outreach meeting to ensure they are agendized properly for possible motions for the October Board of Directors' meeting. More information (e.g., specific sizes) will be emailed to those who show interest by emailing Kathryn.Wheeler@MarVista.org. Please, use subject title: Pre-approved Ad Submissions. See item 8.2.4 below

The first issue of the “Weekly Roundup” received all positive comments. And, it is the Chair’s hope that committee members/chairs volunteer to provide input to this weekly e-blast if committee/subcommittee representatives chose not to provide input. See item 8.2.5 below

8. STANDARD ORDER OF BUSINESS (45 MINUTES)

8.1. UNFINISHED BUSINESS

8.1.1.[MOTION] Renters’ Engagement Subcommittee (RES) Mission Statement - Discussion and possible motion. **Proposed Mission Statement:** To ensure awareness of the activities of the Mar Vista Community Council among Mar Vista’s renters and to maximize involvement of that group.

Chair: Mission Statement tabled due to RES having a scheduled meeting for Saturday, August 31, 2019 and will now be able to do it at their own meeting. Congratulations RES!

8.2. [CHAIR] NEW BUSINESS - DISCUSSION AND POSSIBLE ACTION/MOTION REGARDING

8.2.1. [FUNDING][Outreach] Support for the Westdale Homeowners Association

The Outreach Committee approves an expenditure of up to \$150 for booth/tent rental at the Westdale Homeowners Association to be held on Sunday, September 22, 2019. And, an additional expenditure of up to an additional \$150 may be used to purchase ad space in their newsletter.

Chair: I make a motion to pass the two funding motions (as amended) for the Westdale Homeowners Association. Mr. LaFerriere seconded the motions. The motions passed without objection.

[FUNDING] an expenditure for Outreach Activities at the Westdale Homeowners Association not to exceed \$150 for booth/tent rental at the Westdale Homeowners Association block party to be held on Sunday, September 22, 2019.

[FUNDING] An advertising Expenditure in the Westdale Homeowners Association Newsletter not to exceed \$150 for advertising space in the Westdale Homeowners Association newsletter.

8.2.2.[FUNDING][Outreach] Support for the Hilltop Neighbors Association

The Outreach Committee approves an expenditure of up to \$150 for booth/tent rental at the Hilltop Neighbors Association to be held on Saturday, September 7, 2019. And, an

additional expenditure of up to an additional \$150 may be used to purchase ad space in their newsletter.

Chair: The Hilltop Neighbors Association Representative was unable to attend; therefore, any motion will be tabled until such time as a representative can attend a meeting. An open invitation is extended to the Hilltop Neighbors Association. We look forward to welcoming them at any time.

8.2.3.Shared responsibilities - Each chair choose a social media account to be responsible for the research, design, scheduled, etc. The final determination will be based on the potential positive outcome for MVCC.

Chair: As each social media account has its own needs, patterns, and audience, each chair is to choose one social media account to do the research as to designing, posting, and scheduling of the account. Mr. LaFerriere chose Twitter. Ms. Zeldin would like to wait until others choose first; although, she did not want Next Door. The decision will be tabled until further information is gained.

8.2.4. Boiler Plate Ads - Discussion regarding and resulting in volunteers who will design and submit ads for potential approval by the Board of Directors for future use. Ads submitted may be in varying sizes, designs, and verbiage. The only requirements are each must display the MVCC logo, media accounts, and verbiage in line with the mission of MVCC and Outreach. Additionally, it must be designed to promote MVCC and increase participation in and support of the MVCC. Volunteers will be emailed the varying sizes. Submissions need to be emailed to Kathryn.Wheeler@MarVista.org before 5-7 days before the next Outreach Meeting (date still to be determined; each volunteer will be emailed as soon as date is known).

Chair: Each Chair will create "boiler plate" ads and flyers for review, discussion, and submission for motions at the next Outreach and BoD meetings.

8.2.5. Discussion and presentation of "Weekly Roundup" - Discussion to conclude with volunteers to attend MVCC meetings and provide weekly input as well as artwork, ideas, and submitted work for improvement in outreach .

Chair: The attendees approved of the eBlast and a discussion of what was needed this week took place. Mr. LaFerriere will reach out to Mr. Rubin regarding the Elections & Bylaws Committee. Ms. Wheeler will work with others regarding the others needed.

9. [CHAIR] FUTURE AGENDA ITEMS (5 MINUTES)

Ms. Zeldin: She would like to bring information and a design regarding magnets during the next meeting.

10.PUBLIC COMMENTS/CONCERNS (5 MINUTES)

Chair: None

11.ANNOUNCEMENTS (5 MINUTES)

Chair: Don't forget to attend the Friends of the Mar Vista Library event this Saturday from 10am to 2pm at the Mar Vista Library. I will be attending and providing photos via Instagram. Mr. LaFarriere will be out-of-town. Ms. De La Cruz will be volunteering at the event.

12.ADJOURNMENT

Chair: The meeting adjourned at 8:55pm.

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