



# Mar Vista Community Council



## AGENDA

Outreach Committee

[MarVista.org](http://MarVista.org)

Thursday, September 19, 2019, 6:30pm

The Coffee Connection, per signage | 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

### 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.*

1. **CALL TO ORDER**
2. **ROLL CALL (ATTENDANCE)**
3. **WELCOME AND INTRODUCTIONS**
4. **ANNOUNCEMENTS BY REPRESENTATIVES FROM THE CITY OR MVCC**
5. **READING AND APPROVAL OF MINUTES**
6. **REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION**
7. **REPORTS OF CHAIRS**
  - 7.1. TYLER LAFERRIERE - none submitted
  - 7.2. ANNIE BICKERTON - none submitted
  - 7.3. ADRIANA DE LA CRUZ - none submitted
  - 7.4. ASHLEY ZELDIN - none submitted
  - 7.5. KATHRYN WHEELER - Available on Outreach Committee's web page under Resources
8. **STANDARD ORDER OF BUSINESS**
  - 8.1. **UNFINISHED BUSINESS** (60 minutes)

### **8.1.1.[ADMINISTRATIVE][RES] Approval of the Renters' Engagement Subcommittee Mission Statement**

Discussion and possible action regarding the approval of Renters' Engagement Subcommittee's mission statement.

### **8.1.2.Shared Responsibilities, Social Media Accounts**

Providing MVCC with a successful social media campaign requires research, design, scheduling, etc. for each account. No vice-chair nor co-chair "adopted" an account; therefore, this opportunity is now open to stakeholders.

### **8.1.3.Shared Responsibilities, MVCC Committee Meeting Synopsis**

Discussion to conclude with volunteers to attend MVCC committee meetings and provide weekly input as well as artwork, ideas, and submitted work for improvement in outreach. No vice-chair nor co-chair "adopted" a meeting; therefore, this opportunity is now open to stakeholders.

### **8.1.4.Shared Responsibilities, MVCC Events**

Discussion to conclude with volunteers to attend MVCC events and a list of potential supplies for successful event outreach.

### **8.1.5.Boiler Plate Ads**

Discussion regarding and resulting in designing ads for potential approval by the Board of Directors for future use. Ads may be in varying sizes, designs, and verbiage. The requirements:

- 1) Must display the MVCC logo, media accounts
- 2) Verbiage in line with the mission of MVCC and Outreach (e.g., designed to promote MVCC and increase participation in and support of the MVCC)
- 3) Potential Sizes:
  - 7.5" x 10" (full page)
  - 7.5" x 4.75" (half page)
  - 3.675" x 4.75" (quarter page)
  - 3.5" x 2" (business card size)

## **8.2. NEW BUSINESS (60 minutes)**

### **8.2.1.[FUNDING][Outreach] MVCC Magnets**

Discussion and possible motion to approve a design for MVCC magnets and an expenditure for purchase. Please bring proposed designs, manufacturers, costs, etc. necessary for a proper motion.

## 8.2.2. Farmer's Market MVCC Blue Tent

The Farmer's Market tents have gone through a change; however, they are now back within the purview of the Outreach Committee. Four weeks of the month have been successfully booked; therefore, when there is a fifth Sunday, which happens four times a year, MVCC will occupy the tent. Discussion regarding volunteers, swag, etc.

## 8.2.3. [FUNDING][Outreach]MVCC Advertising

Discussion and possible motion regarding MVCC advertising outside of its own media accounts. Please bring proposed ads, venues, contacts, and any other pertinent information (e.g., ad size, cost).

## 9. FUTURE AGENDA ITEMS

## 10. PUBLIC COMMENTS/CONCERNS

## 11. ANNOUNCEMENTS

MVCC Event Dates:

Saturday, September 21, 3pm - 6:30pm - MVCC Booth at the North Westdale Neighborhood Association's 6th Annual Fall Block Party. Saint Andrew's Lutheran Church, 11555 National Blvd, rear parking lot (Federal /Clarkson)

Sunday, September 22, 9am - 2pm - MVCC occupying MVCC tent at Farmer's Market, NW corner of Grand View & Pacific

Sunday, September 22, Noon-4pm - MVCC Booth at the Westdale Neighborhood's Block Party on Colby Avenue between Kingsland & Standwood.

## 12. ADJOURNMENT

**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 3 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.

**SUBSCRIBE** to our agendas via email through L.A. City's Early Notification System at <http://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](mailto: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](mailto: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>

**SERVICIOS DETRADUCCION** - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a [chair@marvista.org](mailto:chair@marvista.org) para avisar al Concejo Vecinal.