



Mar Vista Community Council



MINUTES

OUTREACH COMMITTEE MEETING

MarVista.org

Thursday, October 17, 6:30pm | The Coffee Connection, Ramp Room
3838 S. Centinela Avenue | Mar Vista, CA 90066

MISSION STATEMENT: To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of all aspects 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 - 6:44PM**
2. **ROLL CALL (ATTENDANCE) - Kathryn Wheeler, Martin Rubin, Tyler LaFerriere, Annie Bickerton, Seme Park, Wayne Wheeler, Elizabeth, and a stakeholder**
3. **WELCOME AND INTRODUCTIONS**
4. **ANNOUNCEMENTS/PRESENTATIONS BY REPRESENTATIVES FROM OTHER COMMITTEES/ORGANIZATIONS**
5. **READING AND APPROVAL OF MINUTES**
 - 5.1. **2019_08_22_Minutes - Motion to approve the minutes made by Kathryn Wheeler, Seconded by Wayne Wheeler, Motion passed without objection.**
 - 5.2. **2019_09_19_Minutes - Motion to approve the minutes made by Martin Rubin, Seconded by Tyler LaFerriere, Motion passed without objection.**
 - 5.3. **2019_10_07_Minutes - Motion to approve the minutes made by Kathryn Wheeler, Seconded by Wayne Wheeler, Motion passed without objection.**
6. **REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION - See Meeting Packet for specifics. The following items were marked for discussion:**
 - 6.1. | **11.1. Presentation regarding Historic Fire Station 62 Progress - Ms. Wheeler wanted to discuss the possibility of providing updates in the newsletter with a link to Historic Fire Station 62's new website (www.Historic62.org). The history of HFS62 began in MVCC as an Ad Hoc Committee (<https://www.marvista.org/historic-fire-station.php>) and will end with MVCC when the fire station becomes a Community Center and the permanent home for MVCC meetings. Ms Seme Park (a representative from EmpowermentLA who was attending) stated concern regarding promoting one event/organization without providing**

the same for all events/organizations. She would find out from the City Attorney if this would be allowed, and let us know. Therefore, this idea is tabled until the next meeting.

6.2. | 12.3.[Funding][T&I][Mobility Subcomm] Safe Cycling Wallet Cards and Booklets - Ms. Wheeler and/or Mr. Rubin will contact the Mobility Chair, Rob Kadota, in regard to creating a campaign for promoting the event.

6.5. | 14.1.[Administrative][ExFin] Acceptance of Reduced Tent Space - Ms. Bickerton wanted an update as she had not attended the BoD meeting. Ms. Wheeler referred to the information in the 2019_09_10_Outreach_Report that every Sunday is now booked: 1st Sunday, Historic Fire Station 62; 2nd Sunday, CERT; 3rd Sunday, LADOT; Last Sunday, Mar Vista Chamber of Commerce; the 4th Sunday (when there are 5 Sundays), MVCC Outreach unless another committee would like to use the space. Ms. Wheeler mentioned to the RES Co-Chairs (i.e., Mr. LaFerriere and Ms. Bickerton) that in December there are five Sundays, and the might be interested in using the tent; however Community Plan has first option.

6.8. | 14.4.[Funding][Outreach] Outreach to Stakeholders Regarding Proposed Construction - Ms. Wheeler mentioned that this motion was sent back to Outreach and is Agenda Item 8.2.6. for discussion and possible motion.

7. **REPORTS OF CHAIRS (5 MINUTES)** - No formal reports were submitted; however, on page 13 in the Meeting Packet, a Motion-Budget spreadsheet was submitted. Ms. Wheeler did state that the Outreach had three successful events and signed up dozens of new subscribers to the Weekly Roundup; including Councilman Mike Bonin.

8. **STANDARD ORDER OF BUSINESS (90 MINUTES)**

8.1. **UNFINISHED BUSINESS**

8.1.1.[Administrative] Approve Boilerplate ad(s)-Discussion and possible action regarding the approval of ad with use of MVCC Seal - **See page 4 of Meeting Packet for template. Redesigns were suggested and a consensus was made. The redesigned template will be submitted for review and adoption at the next Outreach meeting.**

8.1.2.[Administrative] Approve MVNA Newsletter ads-Discussion and possible action regarding the approval of ad(s) with use of MVCC Seal - **See page 4 of Meeting Packet for template. Redesigns were suggested and a consensus was made. A motion to approve the redesigned ad was made by Ms. Wheeler, seconded by Mr. LaFerriere. Motion was passed without objection.**

8.1.3.[Administrative] Approve WHA Newsletter ad-Discussion and possible action regarding the approval of ad with use of MVCC Seal - **See page 5 of Meeting Packet for template. Redesigns were suggested and a consensus was made. A motion to approve**

the redesigned ad was made by Ms. Wheeler, seconded by Mr. LaFerriere. Motion was passed without objection.

- 8.1.4.[Administrative] Approve Hilltop NA Newsletter ad-Discussion and possible action regarding the approval of ad with use of MVCC Seal - **See page 5 of Meeting Packet for template. Redesigns were suggested and a consensus was made. A motion to approve the redesigned ad was made by Ms. Wheeler, seconded by Ms. Bickteron. Motion was passed without objection.**
- 8.1.5.{Funding} Discussion and possible action regarding an expenditure to approve SWAG purchases. - **See page 6 of Meeting Packet for a SWAG list. Outreach has no intention of purchasing everything on that list. Due to the notice that evening at 5:36pm of a death in the family, the Chair was unable to arrive early to setup the monitor for web display, discussion, and decision(s) regarding SWAG. This motion was tabled until the next meeting to provide everyone time to research and choose the items that would serve MVCC best.**
- 8.1.6.[Funding] Discussion and possible action regarding an expenditure for materials to encourage/engage Block Captains in Outreach distribution. - **Ms. Wheeler asked for ideas to encourage Block Captains. It was suggested to promote it in the Weekly Roundup. As Ms. Wheeler attends the Emergency Preparedness Subcommittee (EPS) meetings, she will work with the Ken Frese, EPS Chair, on language.**
- 8.1.7.[Funding] Discussion and possible action regarding an expenditure for additional sections/pages on the website, Weekly Roundup, other outreach materials. - **Tabled**
- 8.1.8.{FUNDING} [Outreach] MVCC Advertising - Discussion and possible action regarding an expenditure for MVCC advertising outside of its own media accounts.- **Tabled**
- 8.1.9.Shared Responsibilities, Media Accounts - Update - **Ms. Wheeler explained the journey of discovery to bring all of the MVCC media assets together. In fact, just recently, it was discovered that MVCC has a YouTube and Gmail account. Additionally, Outreach still has not receive its requested email of Outreach@MarVista.org to provide a history of printers, vendors, artwork, and other important information that creates a cohesive and functional committee—something the Chair wishes to pass on to the next Chair. Additionally, Outreach still does not have access to the analytics portion of the media accounts. Hopefully, with the new 1st Vice Chair, Martin Rubin, this situation will change and Outreach will gain access to the necessary information to provide successful media campaigns for the Council.**

8.1.10. Shared Responsibilities, MVCC Committee Meeting Synopsis - Update - **Tabled**

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

8.2.1. [Funding] Discussion and possible action regarding an expenditure for a MVCC newsletter. - **The discussion began by recapping the success of the Election Newsletter in May 2019. It more than doubled Mar Vista's usual election turnout, and Mar Vista had the second largest turnout in NC Region 11. The idea of using the newsletter to aid the various committees (e.g., Community Plan, RES) with their surveys was also put forth. QIR codes could be used as well as a "mail back" (i.e., using one page for a survey with the return address on the back—fold it and mail). However, Community Plan's survey is time sensitive and should not wait until January (i.e., the proposed date of the newsletter). Additionally, Agenda Item 8.2.4 was placed specifically to address surveys and would be compatible with using QIR codes on a newsletter. Ms. Bickerton suggested using a door-to-door survey as the cost might be comparable to printing the newsletter. She suggested contacting the 2nd Vice Chair of the T&I Committee, Andrea Ambriz, for additional information. The Chair offered to do so. Mr. Wheeler raised the concern of a door-to-door survey. It would not reach the 26k residences, businesses, and stakeholders like the newsletter would, and many might complain that they were not contacted regarding the survey. Door hangers with QIR codes were also discussed. The discussion concluded, and the question was asked that if the newsletter was not used primarily for survey(s), what would be in the newsletter? The idea of a "reintroduction" of the MVCC and its purpose was agreed upon. Could introduce the new Board, all committees with an explanation as to what each does. Have a calendar of meeting days, and why and how stakeholders could/should engage. The discussion of 4 pages versus 8 pages was tabled until cost "estimates" arrived as they had not been received before the meeting began. Also, the newsletter should be further along before deciding size. Mr. Rubin would provide another printer for additional quotes. Ideas, artwork, articles, etc. should be brought to the next meeting if a January print is to be met. Although, Mr. LaFerriere suggested using a "Director's Motion," if needed. Additionally, a "special" meeting could be called to ensure meeting any due date.**

8.2.2. [Funding] Discussion and possible action regarding an expenditure for MVCC pamphlet(s). - **See Meeting Packet, pages 6, 7, and 8. The example pamphlet was done in March by Ms. Wheeler, a stakeholder, with the aid of the Treasurer, Holly Tilson. Ms. Tilson wanted an updated pamphlet as the most recent copy was from 2007. The information is outdated; therefore, a new pamphlet will need to be written as Outreach has no materials to provide. It is the Chair's hope that all MCC committees/**

subcommittees will have pamphlets to provide to stakeholders. Everyone will work on the pamphlet for the next meeting. Ms. Wheeler will email an electronic copy to all.

8.2.3. [Funding] Discussion and possible action regarding an expenditure for a “mail back.” - This was an idea by Ms. Tilson, MVCC Treasurer, and was tabled due to her absence.

8.2.4. [Funding] Discussion and possible action regarding an expenditure for SurveyMonkey or other similar services. - The Web Corner (who manages MarVista.org) has no mechanism to provide surveys. This was verified with three different people at The Web Corner (TWC). In fact, TWC’s response was to use SurveyMonkey. See Meeting Packet, pages 9 and 10 for more information. Page 9 has a brief outline of the different plans provided by SurveyMonkey. Page 10 is the “Map of Race and Ethnicity by Block in Mar Vista” for Hispanic. After explanations and discussion of each plan, it was determined that two plans were favored:

	<u>Personal Plan</u>	<u>Business Plan</u>
Annual Cost	\$1188	\$900 (\$25 per person per month)
Allowable Users	1 maximum	3 minimum, \$300 per year to add a user
Language	Multilingual	English Only

The costs are comparable; however, a decision had to be made as to which is more important: The number of users or multilingual surveys. Mr. Laferriere suggested the Board of Directors make the decision. Ms. Wheeler suggested putting the “Map” from the Meeting Packet into the motion, it was agreed. Mr. Laferriere made the motion to present both SurveyMonkey plans, for an annual expenditure of up to \$1200. Ms. Bickerton seconded it, and it was passed without objection.

8.2.5. [Funding] Discussion and possible action regarding an expenditure for Google Services, Amazon Cloud, or other similar services. - **It was unanimously agreed that these services were not needed at this time.**

8.2.6.[Funding] Discussion and possible action regarding an expenditure for Door Hangers. - See Meeting Packet pages 11 and 12. The Board of Directors’ comments were discussed and the additional email suggestions by Board members. It was agreed upon that it should remain one-sided to leave room for an Avery Label (or similar sticker) to be printed with the pertinent and changeable information (e.g., address, date). Also, no instruction would be needed to direct people to look at the reverse side (people naturally look at both sides). It was agreed upon to keep the writing minimal to increase

“white space” and encourage reading. The following changes were made to the current template:

Change “Proposed Construction” to “Construction Proposed Near You”

Remove first sentence, and increase the font size of the second sentence

Delete “PLUM meets monthly or more”

Add “Visit:” under “See Calendar for date(s)”

Remove “Check our Calendar today” and the URL

Redesigns were suggested and a consensus was made. The amended template was photographed. A motion to approve the redesigned Door Hanger for resubmission of an expenditure of up to \$1,000 for the designing, printing, and distribution of Door Hangers to the Board of Directors was made by Ms. Wheeler, seconded by Ms. LaFarriere. Motion was passed without objection.

8.2.7. Discussion regarding having JOINT Outreach & RES meetings. - **Both Co-Chairs of RES appreciated the joint meetings to get them started; however, they believe they will be able to have their Saturday meetings now.**

9. FUTURE AGENDA ITEMS (5 MINUTES) - RES Motion and Project Budget

10.PUBLIC COMMENTS/CONCERNS - none

11.ANNOUNCEMENTS - none

12.ADJOURNMENT - 8:52PM

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