

EXFIN-140106-AGENDA

Mar Vista Community Council Executive and Finance Committee

Venice Grind, 12224 Venice Blvd, Los Angeles, Ca 90066

Monday, January 6, 2014, 7:00-8:00 pm

www.marvista.org

AGENDA

1. Introductions and Public Comment
2. Approval of Minutes from last month's meeting
3. **SPECIAL: DISCUSSION AND MOTION: ALTERNATIVE PROPOSALS FOR THE 2014 GREEN GARDEN SHOWCASE. See note below on what is needed**
4. Treasurer's Report and action items for December, 2013 BOD
 - a. **APPROVAL** of December 2013 US Bank statement
 - b. **APPROVAL** of December Funding Spreadsheet Form
 - c. Funding program update on the new banking system, if any
5. MVCC ADMINISTRATIVE ITEMS
 - a. Proposed DWP Stakeholder Meeting: to be calendared in February 2014
 - i. Focus on the Bay Delta Tunnels project?
 - b. Update on committee activities/meetings calendar
 - c. Discussion of Agenda for January 2014 Board meeting
 - d. MVCC operations updates
 - i. Farmers market staffing booth report
 - e. Ad Hoc Website Team-John Kuchta, Chair: Webmaster Update
 - i. Calendar module or other enhancements
 - ii. Updating committee pages--ongoing
6. Future agenda items
7. Public Comment
8. Adjournment

HOW THE SHOWCASE WORKS

Basic need: more team members who will take a section of Mar Vista and do the search and follow through listed below.

- Recruiting entails walking, biking or driving down every street in Mar Vista. Once a garden is identified as a candidate, the following steps occur
 - Checking to see if previously on the tour. Each year we contact prior participants from ALL years so any who have previously been on the tour automatically re-subscribe or decline.
 - If not previously on the tour, we have to contact the owner. We have left door tags and mailed letters with mixed success – response rate is low and often too late. The best results have been from knocking on their door and it often takes repeat visits to find them at home.
 - Once they indicate interest, we submit the questionnaire to verify that they meet the criteria. It takes an organized follow up effort to get these completed in a timely and effective manner. Once posted, it is very common to have a back and forth with the owner on edits and changes.
 - We use the completed questionnaire to create the blog post. We request photos but often (maybe half the times) have to go out and take them ourselves.

SEPARATE FROM THE RECRUITING PROCESS ABOVE, ORGANIZING ENTAILS

- Writing a press release
- Adding the blog posting and linking it to the Google map and linking it in multiple places on the blog.
- Maintaining numerous tracking sheets
- Organizing flags for the garden, flyers, posting signage and setting out A frames the day of the tour
- Distributing and collecting the flags from the gardens.
- Ongoing communication with the gardens
- Recruiting and organizing volunteer help for the day of the tour
- Media outreach and posting the event on calendars city wide
- Meeting media at gardens for photo shoots
- Creating the zone map that is suitable for publication