



Mar Vista Community Council



Mar Vista Community Council Executive and Finance Committee

Minutes

Monday, May 4, 2020 at 7:00 p.m.

Zoom Electronic Meeting

1. **Call to order-** meeting called to order by Chair, Elliot Hanna, at 7:04 PM
2. **Roll Call – Present :**
 - Elliot Hanna
 - Martin Rubin
 - Michelle Krupkin (7:06)
 - Mary Hruska
 - Holly Tilson
3. **Announcements-**none
4. **Public comment for items NOT on this agenda-** Andrea Ambriz: mentioned that Ad Hoc Covid-19 Community Response Committee has been meeting with various non-profits, CD11 and CD5 and will be making funding requests related to this. Next Ad Hoc Covid19 Committee meeting to address this will be on May 7. Stacy Shure mentioned that the next meeting of the PLUM Committee (May 5) will feature a Transit Oriented Development in Zone 2.
5. **Ex-Parte Communications and Conflicts-of-Interest** - Each committee member shall declare any ex-parte communications or conflicts-of-interest pertaining to items on or related to this agenda.-Hanna: spoke with Tilson and Kathryn Wheeler regarding some items.
6. **Adoption of the Agenda-** (Rubin/Hruska) Agenda approved without objection.
7. **Approval of minutes** – Approval of minutes from prior meeting(s). (Rubin/Hruska). Minutes approved without objection. Krupkin will review for minor changes and contact secretary with any. Minutes approved without objection.
8. **Reports**
 - 8.1. **Chair** – Elliot Hanna-Hanna mentioned that he'd contacted the City Attorney regarding the scope of what MVCC can do in response to the Covid-19 emergency. Key points in regard to this: anything MVCC posts Covid19-related resources that is not a government site needs to be vetted by City Attorney. As for the proposal to use voter rolls to contact the community regarding these resources, are awaiting word for City Attorney on this as well. Will communicate the response when received.
 - 8.2. **1st Vice-Chair** – Martin Rubin- Rubin mentioned that the Ad Hoc Elections & By Laws Committee has made good progress in reviewing items to present to the Board.

- 83. **2nd Vice-Chair** – Michelle Krupkin-Krupkin thanked Outreach Chair Kathryn Wheeler for her work in helping committees to schedule Zoom meetings. Inquired as to receipt of venue key from former Board member in order to return to venue. Chair added that he will assist in this.
- 84. **Secretary** – Mary Hruska-mentioned that she will be submitting a full report at the May 12, 2020 Board meeting
- 85. **Treasurer** – Holly Tilson-Tilson mentioned that she needs input for the budget.
- 9. **Special Orders** – None
- 10. **Consent Calendar** – The Consent Calendar is reserved for items deemed to be routine and non-controversial. Any committee member may pull an item or items for further discussion.
Tilson pulled both 10.1 and 10.2
- 10.1. **[FUNDING] Monthly Expense Report** - Discussion and possible action regarding the most recent Monthly Expense Report (MER).
- 10.2. **[FUNDING] Revisions to FY2019 – 2020 Budget** - Discussion and possible action regarding revisions to the FY2019 – 2020 budget.
Consent Calendar approved without objection
- 11.0 **Excluded Consent Items-** MER (Monthly Expenditure Report) is a reconciliation of what funds were spent vs what funds remain. The insurance check (\$2900) for the storage unit burglary was finally received. Estimates MVCC will still spend 5K before the end of the year, leaving up to about 14K . There will be no room rental fees, probably no printing bills and no minute taker fees, except for any outstanding invoices that come in. Probably no Neighborhood Association meeting Outreach funds. Translation fees: unknown. Homeless Resource Guide: unknown. Community Plan balance: unknown. Will still incur : Storequest, PO Box, monthly Mailchimp, Web Corner and Survey Monkey. Also promoted Facebook posts. New expenses include ZOOM, although this may change if MVCC switches to a City Platform. Hanna stated not such change is currently in the works. Possible invoices for business cards if requested. Allocated some fund for additional Outreach supplies. Outreach Chair Kathryn Wheeler mentioned that microphone stands are needed). Wheeler mentioned that she is also investigating a yearly Survey Monkey agreement, which would be cheaper. Combined unknowns and uncommitted bring the potential total funds available to 14K (out of 19K remaining).
- 12.0 **Unfinished Business and General Orders** - None

11. New Business

13.1 [FUNDING][OUTREACH] MVCC Promotional Items– Discussion and possible action regarding an expenditure in the amount of \$2,000 for MVCC promotional items. Kathryn Wheeler, Outreach Chair, gave brief description of promotional items sought due to supplies being low. These include hand sanitizer, pens, lanyards, doggy clean up bags and post its. Tilson requested increasing the relative proportion of hand sanitizer. Tilson made amendment to increase the amount of hand sanitizers to 500.

Motion, as amended, approved without objection.

13.2 [FUNDING][OUTREACH] MVCC Advertising– Discussion and possible action regarding an expenditure in the amount of \$1,500 for MVCC advertising. Wheeler mentioned that this expenditure was largely focused on promoting the efforts of the Ad Hoc Covid-19 Community Response Committee’s efforts, which could include Bus Bench Ads, Neighborhood Association Newsletters, targeted mailers and Lawn Signs. Added that there are some impediments to using Social Media to promote Neighborhood Council initiative, and so focusing on traditional means seems more effective. Tilson mentioned paid Facebook promotions (boosts) to increase dispersal field. Wheeler responded that such boots have limited flexibility and would only allow for boosting MVCC’s audience up to the entire City of Los Angeles, with nothing in-between. Such promoted posts would not be cost-efficient.

Motion approved (3Y/0N/2 Abstentions)

13.3 [FUNDING] NPG for Well Baby Center - Discussion and possible action regarding a Neighborhood Purposes Grant (NPG), in the amount of \$4,500.00, to support the Well Baby Center. Donna Rabin, Director of Development for the Well Baby Center, gave a presentation on its efforts and why this NPG was being requested. They are a non-profit parenting center, whose overhead is largely privately funded. Counseling services however, are self-funding. They have been in Mar Vista for 10 years and largely work with families having children from newborn to 5 years. Some families don’t qualify for government funding and they provide services on a sliding scale. Also offer hardship funding which they have seen an increase in since the advent of the Covid19 emergency. They wish to create an Emergency Scholarship Fund because they cannot offer free services without some support. Are also providing non-clinical support .Have moved to tele-health to provide affordable mental health services during the Covid Emergency. Stated that the need for these funds is immediate and that they will be able to identify how they would be spent and can tailor the spending of funds to just be to families in Mar Vista. In response to a question from Hruska, the committee, she stated that these funds are expected to last 6 months and that the estimated number of families served would be 6-8 families. Added that, because of virtual environment, could do a lot more. In the course of 6 months could serve hundreds from outside the area as well.

Motion approved (4Y/0N/1 Abstention)

13.4 [ADMINISTRATIVE][OUTREACH] MVCC Website – Discussion and possible action regarding Outreach recommendations for updates to the

MVCC website. Wheeler presented proposed updates to the MVCC website. Stated that the Web Corner is a very secure platform and this provides a strong imperative for staying with it. Stacy Shure, PLUM Co-Chair, thanked Wheeler for her efforts, both on the website and in assisting committee members in adapting to virtual, ZOOM meeting platforms. ExFin Committee concurred. Rubin asked if the By Laws changes could be incorporated into the new design and asked when these would take effect. Wheeler responded that, if all goes smoothly, it could be done before the end of the fiscal year. Krupkin mentioned that having the option for joint meetings should be retained, as committees are still using that option. Wheeler mentioned that the joint meeting functionality isn't currently working properly, and that is something that will be addressed.

Hanna mentioned that, when the proposed changes are complete, there will probably need to be a Special board meeting to review it all. Hruska mentioned that, in addition to all the work that's been done on updating the website, Wheeler is creating an algorithm for teaching current and future board members how to use the site, an institutional memory, which has hitherto, never existed.

Tilson mentioned that there needs to be a Funding motion for next Board Meeting in order to move this process along.

Hanna mentioned that these changes will bring the website closer to a modern and more professional website. The website is usually the first interaction with MVCC most community members have, and it is a welcome change.

12. Adjournment- meeting adjourned at 9:02PM

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- * **SERVICIOS DE TRADUCCION** - 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 para avisar al Concejo Vecinal.
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- * **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>.