



Mar Vista Community Council

Agenda and Meeting Packet Online at MarVista.org



DRAFT MINUTES for the Joint Meeting of the Ad-Hoc COVID-19 Community Response Committee & the MVCC Board of Directors

Tuesday, April 21, 2020 - 6:30 to 8:00 PM

Co-Chairs: Andrea Ambriz, Christine Stemar and Selena Inouye

Join Zoom Meeting: <https://us02web.zoom.us/j/87672441559> | **Meeting ID:** 876 7244 1559

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Instructions on how to join a Zoom meeting: <https://bit.ly/2yhhvGS>

1. **Call to Order**—Andrea Ambriz, Christine Stemar and Selena Inouye presiding
2. **Introductions and Public Comment for Items Not On the Agenda** (15 min)
3. **Approval of Minutes of Previous Meeting** (5 min)
4. **Special Orders** - none
5. **Old Business** (20 minutes)
 - a. Review and approval of the committee's mission statement and marvista.org webpage.
 - b. Review and approval of the MVCC's Community Response Plan to the COVID-19 Outbreak.
 - c. Further discussion and review of an action plan to conduct telephone and eblast outreach to the senior citizens in Mar Vista regarding the COVID-19 outbreak using the CD 5 and CD 11 Voter/Election files (aka Voter Rolls) and/or other resources.
6. **New Business** (40 minutes)
 - a. Further discussion of the current needs in the Mar Vista community and the creation of an action plan focused on how the MVCC can help.
 - b. Discussion regarding Neighborhood Council funding guidelines and Neighborhood Purpose Grants (NPGs): <https://clerk.lacity.org/neighborhood-council-funding-program> and <https://bit.ly/2VCh3uQ>
 - c. Review and approval of the committee's [Information about COVID-19 and Local Resources](#) list.
 - d. Discussion and possible action regarding creating a Mar Vista Neighbor-to-Neighbor email and social media campaign, based on the campaign created by [California Volunteers](#): <https://bit.ly/2VJsMrs>
7. **Future Meetings and Agenda Items** (5 minutes)
 - a. Next meeting Saturday, April 25, 2020 at 10:00 am online via Zoom
 - a. Solicit input from committee members regarding future agenda items
8. **Public Comment and Announcements** (5 minutes)
9. **Adjournment**

DRAFT MINUTES

1. Call to Order—Andrea Ambriz, Christine Stemar and Selena Inouye presiding

2. Introductions and Public Comment for Items Not On the Agenda (5 min)

Introductions conducted verbally over Zoom call.

Public Comment

Robin Doyno, Community Member: He has a good source for masks if needed.

Nick Sunback, CD 11: Renter's Rights town hall upcoming hosted by Councilman Bonin's office. Know your rights initiative, Thursday, April 23.

3.Approval of Minutes of Previous Meetings

None

4.Special Orders

None

5. Old Business

a. Review and approval of the committee's mission statement and marvista.org webpage.

- i. Selena: This is a work in progress. We have a background statement, and a mission statement is forthcoming. Resource list is populated with information from the Mayor and Councilman Bonin's office. Will also take the lead on including information, and guidance from the Chair of MVCC. The Los Feliz NC created a completely new website: Losfelizhelps.org, and if MVCC created a similar website, the LZNC would give us their template so we can plug in our own local information. They also have a section on their website that shares info on restaurants that are open indicating take out or delivery; this is something MVCC may want to do. They amplify info coming out of the Mayor's office, Councilmembers', and the County. If we want to provide a comprehensive resource, we should consider it. It may be good to work together with other Westside NCs on this site.
- ii. Andrea: This is an iterative process, and we'll find more ways to include information onto the site, but it's a good start for us to get going. We don't have information on any local support or aid sites through local organizations on it yet. We should in the future include a list of local community organizations and nonprofits to community members know how to find resources. Also support the idea of getting updated information in a timely manner through a webpage or site; it could be a one-stop website for the community to read just about COVID 19 relief efforts. Working with NCs can be interesting; whatever is easiest. Community members just want help and one place to go.
- iii. Christine: Yes, it's an easy way to get information, and there are no obstacles to jump through to get the information.
- iv. Annie: Westside Friends has a resource list to share and can offer to Selena to include any info.
- v. Nick Sunback: Is the volume of community members seeking help warranting this local website? Consider 211 or 211la.org, and you can search by zipcode. Though this site, you can get resources locally.
- vi. Andrea: This website idea seeks to share information that's easily available; and being able to communicate that we as MVCC are responding is helpful. This is a way for us to as an entire council, assert that, through our commitment to serve, we are in fact finding a way to facilitate a connection to them even in this time. We should find a way to not duplicate any efforts.
- vii. Nick Sunback: We should consider a cohort of people who have those resources.
- viii. Kathryn Wheeler: 211 is a bit difficult to find information. On the MVCC website, we have a link to 311 and the LA City websites.

b. Review and approval of the MVCC's Community Response Plan to the COVID-19 Outbreak.

- i. Selena: We already reviewed this during the last meeting. No new updates.

c. Further discussion and review of an action plan to conduct telephone and eblast outreach to the senior citizens in Mar Vista regarding the COVID-19 outbreak using the CD 5 and CD 11

Voter/Election files (aka Voter Rolls) and/or other resources.

- i. Selena: I've been talking with Michael Sanchez in the Los Angeles County Registrar recorder's office. I did get some information from him today. The issue here is that we Mar Vista shares three zip codes with other parts of the city. By identifying specific areas, we can determine who's in Mar Vista. And then once we get it, we already have the template from The Palms Neighborhood Council that basically shows us what they've been doing with their calls and I think we should just replicate what they're doing and just modify.

6. NewBusiness

- d. Further discussion of the current needs in the Mar Vista community and the creation of an action plan focused on how the MVCC can help.
 - i. Andrea: Will share on screen (document below). Will show the list of the various suggestions and proposals that we heard about. These are the opportunities we discussed previously and I've categorized some of the opportunities that we might consider as MVCC to support various different constituencies and needs within the community.

Considerations for MVCC COVID-19 Response Efforts

April 19, 2020

Mar Vista Groups in Need

- Residents
- Businesses
- Seniors
- Youth/children
- Disabled community
- Non-english speaking communities
- Undocumented community

Potential Partners

- Religious organizations
- Neighborhood Associations
- Councilman Bonin's office (CD11)
- Councilman Koretz' office (CD5)
- [Westside Friends](#)
- Nonprofits
 - [Well Baby Center](#)
 - [St. Joseph Center Senior Services](#)
 - [826LA](#)
 - [Mar Vista Farmer's Market](#)
 - [Senior Support network](#)
 - [Mar Vista Family Center](#)
 - [Ground Game Los Angeles](#)

Opportunities for MVCC to (within the formerly proposed Community Response Plan)

- Email outreach
- Gap analysis-identify needs in the area
- Paid social media advertisements

- Volunteering
- Funding through [Neighborhood Purpose Grants](#)
- Contacting residents directly with contact lists
- Providing legal/regulatory/processing support (referrals to gov't POCs)
- Public safety announcements/notifications

Potential Projects/Ideas for MVCC Response Efforts

Information Sharing/Outreach

- Public information sharing
 - Flyers in the community
 - Lawn signs
 - Mailers to community residents (e.g. bulk mailing to zip codes)
 - Paid social media advertising
 - Direct contact to community members (e.g. calls, emails)
 - Public Google documents with information for our area specifically
 - Providing legal/regulatory/processing support (referrals to gov't POCs)
 - Tenant rights (COVID-19 related eviction protection, [information](#))
 - Social service benefits
- Encouraging businesses/entrepreneurs to connect with local web designers: [ReBrand LA](#)
- Promoting safe street access to encourage exercise and activity
 - [First 5 LA Resources](#)

Community Support

- Small business highlights on the MVCC website (e.g. <https://clickpico.com/>)
- Included lists of businesses in Mar Vista (e.g. [CD 11 list](#) or [Ciclaviva list](#))
- Promoting a local "Small Business Take Out Day"
- Referring to CD11 and CD5 channels
- An promoted and organized "Food drive through," where businesses all have a set menu and during a certain time people can do drive bys to pick up meals (like MealPal)

Distributions

- Identified/promoted drop off/pick up locations for seniors and others for goods
 - Give/Get (St. Andrews)
- Youth:
 - Children's school supplies (with 826LA, MVFC, LAUSD or others)
 - "Bag of Tricks" for Kids at Home
 - Reading/coloring book distributions
 - Virtual online sessions for children's tutoring
 - Digital access for low income students
 - First 5 resources
- Safety equipment
 - Personal protective equipment (masks, safety kits)
 - Parent's Survival Kit (disinfectant wipes, parent-child masks, self-care items)

- Food
 - Food Forward partnered with the Farmer's Market: Volunteer needed to pick up leftover produce at the end of the market day and drop at local nonprofits (St. Joseph's Center or other nonprofits; with partnered purchased food from local vendors)
 - Boxed food for vulnerable populations (i.e. seniors, disabled, low income, children through DCRC, Farmers Market, etc.
 - Pet food (e.g. Centinela Feed or Community Pet Food Bank, VCA Charities Pet Food Pantry, St Joseph Center)
 - Snack program with the Neighborhood Youth Association with farm produce bought at Mar Vista Farmers Market
 - Called in grocery orders

Volunteering

- Mask making
- Drop offs and distributions
- Meal serving

Health Support

- Virtual health wellness, counseling and safety checks (for seniors, parents, youth, disabled; adults)
- Health access
- Testing support (the Farmers Market)
- Virtual mental health "community alone together" event
- Mental Health Resource Access/List
 - Los Angeles County Department of Mental Health's
 - Counseling for seniors 60+: aging.lacity.org
 - Disability Community Resource Center
 - Venice Family Clinic
 - LAFD Launches Telemedicine Pilot Program - <https://www.lafd.org/news/lafd-launches-telemedicine-pilot-program>

Andrea: I quickly took us through that because I wanted to showcase some of the suggestions we received and also allow folks to offer anything else in particular. Let's discuss more further and I'm happy to add those to this list and I think a good opportunity for us next is to identify some of the priority needs that we see in the community. Certainly, everything is important, but we have limited resources, unfortunately both in human capital and financial capital, so perhaps we can discuss how we can go about prioritizing some of our energies and what can we actually get done on the ground to really support our community.

Selena: I'm interested from hearing from the people here today is what our what should our priorities be and if we had to pick two or three things to focus on what should we focus on.

Gabriel: We should also consider sharing information on renter's protections for renters in the community. The MVCC website should share information on this and ensure renters avoid eviction and have information on how to address their landlord. We should give information to renter's if they're not able to pay rent--a link for tenants' rights. 60% of our community are renters. So I think that that would really help.

Christine: There are so many so many topics out there and needs. We should also promote the website itself, so

those online and home can see these resources. Just trying to share information because there's just so many needs and so many priorities. So also just letting people know where they can find resources.

I've heard a lot of feedback from various different on the ground leaders and advocates who say one of the biggest challenges they have is being able to find food not only be able to afford food and distribute it, but then also the supply of food. I think Nick S. even mentioned that directly to me previously, and I know that you are trying to support that but I certainly see just the very bare essential of food as a real priority right now to get out and distribute to folks. I don't think it was mentioned on here. And I know we're trying to stay at home as much as possible. But you know what if it's like listing the main priorities on a flyer like links to just phone telephone numbers on flyers and putting them around Mar Vista.

Nick Sunback: There is no Central coordination or entity that coordinates to make sure people get fed in LA county. So as a county we have a flood control district to make sure we don't get a flood. We have a health department that may or may not be funded adequately. But we have a Health Department responding to the pandemic but we don't have any sort of thing like that that's food-related.

Vanessa Diaz: Individual needs. Some problems have arisen where elderly or disabled individuals cannot stand inline, or leave their house. Or having to go multiple places.

Andrea: In addition to access, the purchase of food is difficult. Many families have had their wages significantly decreased or their salaries or their cost of living severely adjusted as a result of this crisis given a decrease in work hours. And there are lots of people being laid off and I've heard that there are kids that aren't getting the appropriate meals. I know LAUSD is trying to feed as many as they can through their meal program at school, but I didn't know this was a difficult time for a lot of folks.

Michelle Krupkin: There are local efforts and groups giving food away. We should consider coordinating with local restaurant owners; a lot of restaurant owners can receive take out orders. We also should be mindful about how we are coordinating to identify people in need. There's a lot of people that are undocumented that aren't going to get any stimulus and they pay taxes. They're not getting any aid and we should consider identifying how they can be helped. We should be cognizant of the demand from various food banks too.

Andrea: Mar Vista Farmers Market has also put together some prepared meal boxes using local vendors. We should also consider how to support children and students who are not in school--through survival kits, supplies, tutoring.

Selena: Priorities have emerged: resource information shared, and we should identify how to support renters, seniors, food needs/access and distribution, supplies.

Donna, Well Baby Center: We have plenty of families in Mar Vista with their children who are struggling. We'd like to offer resources for families. We'd like to offer parents kits to engage and develop their children, and the parents need help. We'd really like to offer some resources for families to give the parents a break. We think that everybody's mental health is strained. We have support groups, some clinicals and non-clinical. The non-clinical ones are just easy drop-in things. Like how do you take care of yourself? In order to take care of everybody else in your household when people are in need of more clinical care? I heard in last Saturday's meeting that some of the Westside mental health care providers are becoming overwhelmed with requests. So to the earlier conversation about putting together a resource list, we should pool resources. We can take referrals. We've got clinicians available and you know, we're sliding our scale basically right down to \$0 to accommodate a population that we couldn't previously have accommodated because they need it right now.

Vanessa Diaz: First Five LA also has some great resources online available. They also have a guide every quarter that is normally printed. But in these times it's digital and it covers everything covid just different kinds of information and resources that they're constantly updating. They will be doing an article soon as well because they do articles about mental health and so forth and I actually referred the well baby center to them for that upcoming article. I just wanted to throw out that they have anything and everything for children, especially under five. There's a ton of resources there and they always try to keep in mind different kinds of makeup of families.

- e. Discussion regarding Neighborhood Council funding guidelines and Neighborhood Purpose Grants (NPGs): <https://clerk.lacity.org/neighborhood-council-funding-program> and <https://bit.ly/2VCh3uQ>

Selena: One of the things that we know as a neighborhood council is that those things that we've thought we were going to be spending money on for the rest of this fiscal year which ends on June 30th, that's probably not going to happen because of the stay-at-home order. So we potentially have more funding available for neighborhood purpose grants, and I'm putting a link in the chat to two resources regarding that--the city clerk's website that has the funding guidelines, and the link for the actual neighborhood purpose grant applications. This committee can invite our Treasurer Holly Tilson to join us so that she can talk a little bit more about funding about what a good neighborhood purpose Grant looks like and what we're looking for in general. I would like to see us spend this money on the needs in our community, but we also need to be mindful of what the requirements are and if we can provide some training or technical assistance to nonprofits that want to apply for this money. Then we definitely are invested in trying to help you meet your needs through these grants if that's appropriate.

Kathryn Wheeler: Gabriel can probably also share information.

Gabriel: Happy to share information.

Andrea: I think something for us to consider too is how we as a committee are working together to meet the needs of our community, and if and how we can make a recommendation to the full board because any applications will have to go ultimately before the board. I want us to find a way that we might be as clear as we can with our recommendation. If applications do come here we can certainly share the priorities that we just discussed with folks and then we can offer a recommended application to the board alongside it. Maybe we can all do our due diligence to reach out to various nonprofits in the community to invite them to attend the call and see if we might be able to together put together some some good ideas on how these nonprofits and or your LAUSD or others can put together an application for funding that meets the needs of the community right now.

Christine:

I think together we can craft something that would answer all the questions that the board may have so that it can go through on the first try.

Selena: I think having our priority list will make it easier if we communicate that to the board. And then we solicit the NPGs based on what are the priorities are; that should streamline the process. I also think that if we need to, we can use special meetings to have the NPGs heard so that we can accelerate the process of getting the funding to the people in the community that need it too.

Christine: Agree.

- f. Review and approval of the committee's [Information about COVID-19 and Local Resources](#) list.

Selena: We already covered 6C. What's left is for us to consider using another website or not. We can discuss it in the future.

- g. Discussion and possible action regarding creating a Mar Vista Neighbor-to-Neighbor email and social media campaign, based on the campaign created by California Volunteers: <https://bit.ly/2VJsMrs>

Selena: CA effort to encourage people to reach out to their neighbors for neighbor check ins. The Palms NC has done a good job of promoting this on their facebook page. A lot of this information is also on the Ad Hoc, covid-19 committee page. It's one of the resources and it's basically kind of the suggestions for you know, reach out to your neighbor. This would probably also be something that we would include in the volunteer training when we do our Outreach calls, too. really feel strongly that we should be doing a similar type of campaign to our stakeholders, you know, emphasizing the whole idea of reaching out to your neighbors at this time and checking in with them and making sure that they're okay. I'm wondering what other people think about doing social media campaign based on this.

Kathryn: We have already done this and we have shared a phone number and Elliott has received some calls. The number or flyer is on our homepage and has a flyer.

Michelle: How many phone calls did we get, or how many emails did we get? What was our full total response?

Kathryn: Unknown, but Elliott may know.

Selena: That this would not be a one-time thing. This would be a campaign. We do multiple posts over multiple days multiple weeks and start with the bigger concept of this is a time where you need to be reaching out to your neighbors and if you reach out to your neighbors and they need help this is where you can send them and if you reach out to your neighbors and it's too difficult for you to address it, come to the Mar Vista Community Council.

Kathryn: This can work if you have the staff behind it because I know Elliott is not going to be able to answer a lot of calls.

Andrea: Makes sense, we should consider an already existing infrastructure, whether it be at a non-profit or various other Mutual Aid organizations in the city and perhaps it's us identifying one particular partner that does have that system and that set up that able to actually deploy some of the volunteer needs that we've identified and in that way we don't necessarily since we have limited capacity and resources. We don't have to take all of that on, but we partner with other folks who are able to do it whether it be with our friends whether it be California families or whomever. I think it makes sense and I think Kathryn raises a good point at some point it would become unmanageable if we did a massive campaign where we only had one phone line for people to call in for just one person. So maybe there's a way that we might be able to creatively pass on some of that information and ask others to help us appreciate it because one of the things that does happen is I know everybody wants everything advertised. However, I would rather we not reach somebody and they find another resource because there are out there. I would rather not reach somebody and they find reach out to us and we fail them.

Kathryn: I would hate to see that somebody calls or emails and we can't help them. So once the infrastructure is set, we can do this. I want to see the infrastructure created so that we know okay, it's staffed. There's somebody that's going to be watching it getting to it and when somebody reaches out we're going to be able to help them.

Vanessa: We should consider over publicizing the website where we would have some of those resources for people to go to. I think that's kind of what Selena was getting at is let's promote that there's assistance out there for you.

Selena: I really feel like we need to activate our neighbors. We need to activate our neighborhood watch groups. We need to activate our homeowners groups. So really the focus of this campaign isn't so much to come to the MVCC, it is more about saying it is the time to reach out to your neighbors. Your neighbors might be able to help. And then if you get yourself into trouble the MVCC can direct you to resources that might be able to help you but the whole point is to start activating on a block by block basis. I know that there are some existing neighborhood watch groups, but a lot of blocks and harvested don't have that and I think if we can start getting people to think about helping out their neighbors we can build on this then in the future to get them interested in neighborhood watch groups get them interested in participating in their local homeowners renters group or starting a new homeowners or renters group.

Christine: This is intended to build community and connections.

Kathryn: If we wanted to consider advertising through lawn signs or public benches, but it would be a long process for review. We would get it for a month if so.

We can also consider mailers through USPS by zipcode (with discount) or address to address (\$0.55 per each). We can also purchase 110 mail routes in our area, for a cost. If we had addresses of over those over 60, we could buy a mail route with around \$0.19 per mailer. Lawn signs top out at \$700-800. Whatever we came up with here has to get done in this Fiscal Year, or if not we would have to do it again in the next Fiscal year.

Christine: A lot of what we're doing now is laying down the groundwork for future work and situations. Westside Friends Cristin has also offered her services to create information and share resources for flyer info.

7. Future Meetings and Agenda Items (10 minutes)

- a. Next meeting Saturday, April 25, 2020 at 10:00 am online via Zoom
- b. Solicit input from committee members regarding future agenda items
 - i. Kathryn: Would like to see the ideas become more focused and detailed. We want to do a lot, how can we streamline the work and really figure out how to do this work.
 - ii. Andrea: Let's have a conversation how we can fulfill these ideas and put together some proposals for feedback.

8. Public Comment and Announcements (5 minutes)

Donna: Thank you for what you're doing.

9. Adjournment