



# Mar Vista Community Council

Agenda and Meeting Packet Online at [MarVista.org](http://MarVista.org)



**DRAFT MINUTES of the  
Joint Meeting of the Ad-Hoc COVID-19 Community Response Committee & the MVCC Board of Directors  
Saturday, April 25, 2020 - 10:00 to 11:30 am  
Co-Chairs: Andrea Ambriz, Christine Stemar and Selena Inouye**

**Join Zoom Meeting:** <https://us02web.zoom.us/j/82383475978> | **Meeting ID:** 823 834 75978

**One tap mobile:** +16699009128,,82383475978# US | **Dial in:** +1 669 900 9128 US

**Other numbers:** <https://us02web.zoom.us/j/82383475978> | **Meeting instructions:** <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** (5 min)
3. **Approval of Minutes of Previous Meeting** (5 min)
4. **Old Business** (50 minutes)
  - a. Review priorities and discuss action plans:
    - i. **SENIORS:** Outreach to seniors in Mar Vista (Christine Stemar, Selena Inouye)
      1. use of the CD 11 and CD 5 Voter Rolls to call or email seniors in Mar Vista
    - ii. **RESOURCES:** Create and maintain a resource list/webpage/website (entire committee)
      1. example of a website: [lofelizhelps.org](http://lofelizhelps.org)
      2. example of a webpage: [delreync.org/del-rey-covid-19/](http://delreync.org/del-rey-covid-19/)
      3. COVID-19 committee page: [marvista.org/covid-committee.php](http://marvista.org/covid-committee.php)
      4. adding 211 to the header of the MarVista.org website
    - iii. **RENTERS:** COVID-19 Renters Protections (Gabriel Hill, Renters' Engagement Committee?)
      1. build on the information from COVID-19 Renters Protections: [hcidla.lacity.org/covid-19-renter-protections](http://hcidla.lacity.org/covid-19-renter-protections)
      2. briefly recap the CD 11 Renter Townhall: [bit.ly/MBTH-0423](http://bit.ly/MBTH-0423)
    - iv. **FOOD:** seniors, school-age children, unemployed individuals & their families (Andrea Ambriz)
      1. Westside Food Bank: [westsidefoodbankca.org](http://westsidefoodbankca.org)
      2. FoodCycle LA: [www.foodcyclela.org](http://www.foodcyclela.org)
      3. Food Forward: [foodforward.org](http://foodforward.org)
      4. St. Andrew's Church Give/Get: [bit.ly/3bx1v2f](http://bit.ly/3bx1v2f)
      5. Emergency Senior Meals Response: [coronavirus.lacity.org/seniormealsprogram](http://coronavirus.lacity.org/seniormealsprogram)
      6. Mar Vista Farmers' Market: [marvistafarmersmarket.org](http://marvistafarmersmarket.org)
    - v. **PARENTS AND CHILDREN:** Connect families to services and resources to help balancing homeschooling and working from home (Vanessa Diaz, Andrea Ambriz)
      1. First 5 California: [first5california.com](http://first5california.com)
      2. Well Baby Center: [wellbabycenter.org](http://wellbabycenter.org)
      3. 826LA: [826LA.org](http://826LA.org)
      4. Pick up meals for students: [Achieve.LAUSD.net/Resources](http://Achieve.LAUSD.net/Resources)
5. **New Business** (20 minutes)
  - a. Discussion and possible funding motion to create a "Mar Vista Helps" website for COVID-19 Information and Community Resources.
  - b. Discussion and possible funding motion for a Mar Vista Neighbor-to-Neighbor community building campaign using lawn sign, eblasts and promoted social media posts (based on [California Volunteers](http://CaliforniaVolunteers.org): [bit.ly/2VJsMrs](http://bit.ly/2VJsMrs))
  - c. Discussion and possible funding motion for a paid Mar Vista Neighbor-to-Neighbor physical mailing to all Mar Vista stakeholders using USPS Every Door Direct Mail: [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail)
6. **Future Meetings and Agenda Items** (5 minutes)
  - a. Next meeting Saturday, May 2, 2020 at 10:00 am online via Zoom
  - a. Solicit input from committee members regarding future agenda items
7. **Public Comment and Announcements** (5 minutes)
8. **Adjournment**

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## 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

Tyler LaFerriere, Community Member: Shared that the LA County Economic Development Corporation has put together various resources for businesses and for unemployed workers in both English and Spanish.

Lenore French, Green Communications Initiative and Mar Vista Art Walk: A future Mar Vista/Venice virtual Art Walk is being planned for Saturday, June 6th 2020. The Art Walk social media pages are also sharing information about businesses that are open during this time.

## 3. Approval of Minutes of Previous Meetings

None

## 4. Old Business

### a. Review priorities and discuss action plans:

#### i. **SENIORS:** Outreach to seniors in Mar Vista (Christine Stemar, Selena Inouye)

##### 1. use of the CD 11 and CD 5 Voter Rolls to call or email seniors in Mar Vista

Selena: Continuing to work with the Public Information Officer in the LA County Registrar/Recorder's office to get the house numbers for the general addresses. So far, we have houses listed within 90066, 90034 and 90064 zip codes. I had to fill out a form and make a formal request.

The Palms Neighborhood Council has been making calls using these rolls, and I have the volunteer training manual.

Robert Watkins, MVCC Director: Interested in making calls and helping write scripts.

Selena: I've spoken with Annie about using volunteers from Westside Friends to make calls.

Andrea: With limited resources and time within the capacity of the MVCC, we should consider how to engage volunteers or what limitations we may have at a Council. I am happy to help sort the list and identify which areas of the zip codes fall within the MVCC boundaries.

Robert Kadota, MVCC Board Director: I've called 20 people, among 80-90 year olds. Many neighbors are excited to make calls to their senior peers. If you're a senior, it might be neat to call other neighbors who are seniors. We might also consider asking the MV Senior Club--as a target group and a source of callers.

Selena: The Palms NC is having their Board Members make calls and their volunteers are referring them to Westside Friends. I think it will take a call with Annie to see if they would be comfortable making the calls with their volunteers. I envision MVCC's role as providing information and referrals to other groups that can help. By MVCC calling, it lets us know that we're here.

Regarding the list, Elliott wanted to contact the City Attorney's office and make sure they were ok with us using this list.

Robert Watkins: So Westside Friends is already making these calls and we can just use them to help?

Selena: Yes, and we can help refer for help too. We can share information on groceries and also resources. I was in touch with Supervisor Mark Ridley Thomas' office also and they put me in touch with the contact at the LA County Registrar Recorder's office.

Robert Watkins: We have two goals: 1: get the list sorted, and 2: get the resources to share. And we can also use the Governor's resources, with the new service.

Selena: We should make sure our information is available to the Governor's team. A lot of these resource directories don't have hyper local information that we could have.

Gabriel Hill, MVCC Director: Are you going to divvy up the list and then share it with us, and then we make some of us call the list?

Selena: Yes, I am going to be breaking it down by Zone.

Robert Watkins: Yes, another question is do we give them our personal information. We may not want to take responsibility for someone's personal wellbeing if we can refer them to government help and resources.

Selena: MVCC has a Google Voice number that we can direct people to. Elliot has that number set up.

If the MVCC gets G-Suite, we can also have a Google Voice number for different Board members, which we could use on rotation of calls and still use one call back number. Elliot has been referring information over too.

Andrea: There is limited ability to monitor voice service. My concern is that if we pass on a phone number and no one answers it, MVCC residents may leave a message or a request for help, and it may take some time for us to get back to them; they might get frustrated. I just don't think a small group of Board members has the capacity to get through all of the numbers on a quick basis. Having a live group of callers is best with a bigger group to call.

Selena: There are logistical issues with groups like the grassroots group, Westside Friends. I know Westside friends is not a 501c3 and would have to apply. Elliot would be more comfortable if we partnered with a 501c3, and I see concerns and don't necessarily agree with that. So that's probably a discussion we can have. We can work that out and make Westside Friends the lead. We just have to work that out. Maybe all of us can figure that out and have a conversation at the Board meeting about it.

Christine: Also, their phone number is not linked to them, it's linked to a Democratic Club. They don't have a designated phone number that goes to them.

Andrea: We should also think about volunteers calling on behalf of MVCC. Also, that's Annie's own Google Voice number and it was actually just a voicemail she had left on there from an old use of the number. It's not used as that anymore.

Robert Watkins: We also need to think about helping and being aware of the obligation that we take on. It may be faster if the governor's number is used. This is one of the resources that the government should provide. Ideal is just passing in information.

- ii. **RESOURCES:** Create and maintain a resource list/webpage/website (entire committee)
  1. example of a website: [lofelizhelps.org](http://lofelizhelps.org)
  2. example of a webpage: [delreync.org/del-rey-covid-19/](http://delreync.org/del-rey-covid-19/)
  3. COVID-19 committee page: [marvista.org/covid-committee.php](http://marvista.org/covid-committee.php)
  4. adding 211 to the header of the MarVista.org website

Selena: Connected with the Los Feliz NC who used WIX to design the losfelizhelps.org website. They have offered to give us this template and we can just update the information with our local information. The most popular section of the page is the "what's open" businesses section. There is a function for people to fill out a section saying they need help. Maybe we can use that and then forward over the form to the Westside Friends information.

Robert Kadota: Think it's a way to go--interactive to leave the webpage. It would give more information and it will help us track what's most urgent, pressing, informative.

Selena: It can also build our contacts with the community, so we can add them to our mailing list or give us a call back.

Robert Watkins: What about seniors or people who don't have the internet or computer?

Selena: That's a concern too; wish we could connect folks

Gov. Newsom has some new programs for seniors. Also, the YMCA does too, and perhaps we should consider the Mar Vista Senior Club. The Registrar has provided information for voters by zip code in our area.

Christine: Perhaps we can engage senior to senior volunteer groups.

Andrea: We should remember that we have non English speakers on that list and will need to have support available to speak with them. We need to think about calling some of the non-English speakers in our area. We should consider how we are going to coordinate outreach to non-English speakers. We should also be sure to translate the website for Spanish. Also, we need to be mindful of how to manage the site. It may take a lot of time to continuously update the site, and we'd need support to manage those updates. We may also consider how we advertise the site--through a robocall or IVR?

Selena: Their Board members are all together updating the site.

Kathryn Wheeler: Our website has a translate button on the top right.

Selena: The benefit of having a separate website is the ability to easily put information on the website. I feel  
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strongly about putting essential business information on the website. With this other website, we have more flexibility on what we can put on the website. He said they are aware of equity; and including information about businesses around the community. I have a working list of businesses along Venice Blvd.

Robert Watkins: We should just use our same website, so we don't have multiple brands and websites. I agree it's a good resource to have information on the businesses, but if we're not allowed to have information on our website, can we still have it on another site?

Selena: I think we're in uncharted territory, and it's something similar to what other NCs have come up with.

Robert Watkins: We should probably use our webpage to direct people to our same website.

Kathryn: DONE and the City Attorney have said that we cannot put information of commercial businesses on our website, unless we put all businesses. They had a preference if anything, we share information about the nonprofits we've provided Neighborhood Grants to.

Christine: How is Los Feliz able to do it?

Robert Kadota: Some of our local neighborhood associations can also share this information and don't have the restrictions.

Selena: Los Feliz has said that they decided to move forward and push information through this site, and their Chair said they'd be responsible for it.

Robert Watkins: Businesses may not be that important to share information about, more so about who is providing information.

Andrea: The Westside NC has consistently put on a fair PICKPICO and has shared information about specific nonprofits, businesses, and other groups that have been a part of the community. Also, Councilman Bonin's office is putting a list of businesses together, so maybe we can just link to that.

Christine: We shouldn't hold back on making calls, and should begin reaching out. Do we have an idea when?

Selena: I hope that I can get it next week.

- iii. **RENTERS: COVID-19 Renters Protections (Gabriel Hill, Renters' Engagement Committee?)**
  1. build on the information from COVID-19 Renters Protections: [hcidla.lacity.org/covid-19-renter-protections](https://hcidla.lacity.org/covid-19-renter-protections)
  2. briefly recap the CD 11 Renter Townhall: [bit.ly/MBTH-0423](https://bit.ly/MBTH-0423)

Selena: If the Renter's committee wants to take this on, or Gabriel if you want to lead it, that can work.

Tyler: Want to figure out what infrastructure is set up, and likely connect with Annie about the block captains. That may give us a chance to get into some complexes. A concern is are the senior renters. We can share information from the LA Housing and Community Dept.

Gabriel: I was thinking about having information listed would be good, so we can direct renters to a section of the website.

Andrea: So, Selena, do you have just a list of seniors or all voters?

Selena: I have information and we can organize it by Date of Birth.

Andrea: If we are only just reaching out to seniors, we might miss the entire group of folks who might also need resources.

Tyler: I was interested in reaching out to all renters to provide them resources.

Selena: Yes, I think we can sort the list by renters. Will check into it.

Kathryn: My family can help organize the information too.

Andrea: Since we have the phone numbers, perhaps we can think about an IVR/Robo call and mass blast a call to the folks on this list and just share our website or phone call.

Christine: I know that neighbors sometimes block those calls.

Selena: We could use the MVCC phone number, since it's probably not yet blocked.

Andrea: Easy to set up--you go through a provider, and depends on the bulk of calls made. More calls make it cheaper and easier. It can range from \$0.04 to \$0.20 per a call, it just depends. If we have the list already and call the entire district, it can be cheaper. can look into it.

Kathryn: The Outreach Committee passed a motion to ask for funds to promote MVCC which can include this.

- iv. **FOOD:** seniors, school-age children, unemployed individuals & their families (Andrea Ambriz)
  - 1. Westside Food Bank: [westsidefoodbankca.org](http://westsidefoodbankca.org)
  - 2. FoodCycle LA: [www.foodcyclela.org](http://www.foodcyclela.org)
  - 3. Food Forward: [foodforward.org](http://foodforward.org)
  - 4. St. Andrew's Church Give/Get: [bit.ly/3bx1v2f](http://bit.ly/3bx1v2f)
  - 5. Emergency Senior Meals Response: [coronavirus.lacity.org/seniormealsprogram](http://coronavirus.lacity.org/seniormealsprogram)
  - 6. Mar Vista Farmers' Market: [marvistafarmersmarket.org](http://marvistafarmersmarket.org)

Andrea: Mar Vista Farmers Market has an existing program where they donate their produce to local nonprofits, and they are seeking volunteers to help facilitate that. There is also a need to explore how we can support how we get this to the community.

We should also think how this committee or the Board can support buying groceries or produce for those in need. But some individuals might not be going to the Mar Vista Farmers Market. So perhaps we partner with other nonprofits and think about food distribution. LAUSD is also doing that now. We should think about a way to host a distribution; it could be an ongoing effort to support food banks or the market, or host 1-2 events through volunteers. We should explore how to do this in the next few weeks. Agree with Selena that we should think about how to put forward a funding motion as a placeholder so we can take the time to determine what that looks like. I know Holly is on the line, but we should think about how we can do this within the committee and how we can discuss it with the Board.

Robert Kadota: YMCA is partnering with Westside Friends to bag and distribute bagged groceries.

Selena: Food Cycle is also taking food from restaurants and giving it to people in need. We can do a funding motion to fund a nonprofit, and we can also look into a food distribution with Westside Friends.

Robert Kadota: Yes. There's opportunity to do food collection from the Mar Vista Farmers Market. We should try to coordinate that. Other farmers are taking pre-orders and there are neighborhood dropoff needs.

Selena: Andrea, is this something you can coordinate with Rob and think about how we can do this? And come up with a plan on how we can do this? And on the next agenda and meeting we can definitely put a funding motion up for a specific nonprofit or groups that are doing food work.

Andrea: I'd love to work with Rob on that. Three buckets: funding a nonprofit; 2- volunteering; 3: food collection, like St. Andrews or do something elsewhere where we promote a collection. So Rob, we can work together and with others.

Robert Kadota: Yes, we can talk with Diana at the market too.

Kathryn: The Mar Vista Farmers Market is a 501c3, so we should be able to partner there.

Robert Kadota: We're speaking about how to support programs of leftover food to give to community members. This is just a volunteer idea.

- v. **PARENTS AND CHILDREN:** Connect families to services and resources to help balancing homeschooling and working from home (Vanessa Diaz, Andrea Ambriz)
  - 1. First 5 California: [first5california.com](http://first5california.com)
  - 2. Well Baby Center: [wellbabycenter.org](http://wellbabycenter.org)
  - 3. 826LA: [826LA.org](http://826LA.org)
  - 4. Pick up meals for students: [Achieve.LAUSD.net/Resources](http://Achieve.LAUSD.net/Resources)

Andrea: There are a few ways we can support. As we heard earlier, we heard from Well Baby Center, a nonprofit here in our community, has also been engage

I'm also aware that they submitted an NPG application for some of the outreach they're doing for wellness for children and families. I think they're open to finding ways to distribute supplies to children and families.



Vanessa Diaz has also reached out to First 5, which is focused on 0-5 aged children, to make a request for some coloring books. Maybe we can put those in some bags.

So I'd like to work with the WBC to figure out what they might be interested in putting together, same with 826LA, and see how they can distribute supplies to our community; they're both nonprofits and serve anyone. So I can reach out to WBC and 826LA who were on the call last meeting, and ask them what they're doing and if they have any creative ideas. And if it is something they're interested in putting together, then perhaps we can have them join the meeting and discuss how we can put a funding motion to support similar outreach or distribution efforts for the community.

On wellness, we also heard about virtual wellness from both of the organizations mentioned, so I can follow up on that too; it's another way beyond distribution that we may be able to offer community support.

Selena: Can you clarify, does Well Baby Center charge for services? Does their sliding scale go down to \$0? I want to try to support them, if they open it up to the community. It would help to approve an NPG to them if their services are open to the entire community for all parents who need help.

Andrea: I believe from the NPG that they submitted to the entire Board [we all received it via email], it was to help give \$0 services to those families in need, but I'll find out more. I'm not very familiar.

## 5. New Business

- b. Discussion and possible funding motion to create a "Mar Vista Helps" website for COVID-19 Information and Community Resources.

Selena: I think if we pass funding motions, we can put them on a Special Meeting with the Board. I don't want us to lose momentum. So what are thoughts about this website?

Andrea: I like this idea, and also think keeping one brand is important. I'd support tabling it so we can think about this further.

Tyler: In favor of passing it now, especially since other NCs have done something similar. We shouldn't dither on the process and should get it done.

Robert Watkins: I think we should just put everything we want on our main website.

Selena: I would suggest that we ask for a year worth of funds for an unlimited website. It comes up to around \$200/year.

Andrea: Do we have a sense of when a full Special Board meeting will be called?

Selena: We would call it, and give 24 hours notice. We'd have to notice it, but can do it quickly. One of our committee members should do that.

With no further public comments, let's take it to a vote. Motion: For a funding motion to set up a MV helps website, of no more than \$300 for one year.

Selena introduced the motion, passed.

Vote taken: Yes: Andrea, Tyler, Christine, Robert Kadota, Lenore French, Selena Inouye, A

Abstain: Christine Stemar, Kathryn Wheeler

No: Robert Watkins

- c. Discussion and possible funding motion for a Mar Vista Neighbor-to-Neighbor community building campaign using lawn sign, eblasts and promoted social media posts (based on [California Volunteers: bit.ly/2VJsMrs](#))

Selena: This is from the State of California and a campaign to encourage neighbors to reach out to each other. This could be a good community building exercise for us to say it's a neighbor-to-neighbor program. It would be to support outreach through lawn signs and social media.

Andrea: I like this idea, but it is dependent upon costs. We may want to determine what's the most cost efficient use of resources. I don't want to just launch a campaign to encourage neighbors to reach out to each other, without including information about what the Council is doing.

Selena: I have a template that we can use to advertise out. Worth us to promote and put our name on.

Robert Watkins: This is for lawn signs and flyers?

Selena: Lawn signs, flyers, social media.

Andrea: I support putting lawn signs, but perhaps the headline on the lawn signs are to go to the MVCC site, and on the bottom it says information about the CA campaign. We should try to get our information out.

Selena: This can be a good dovetail for emergency preparedness. Can this be a part of what the Emergency Preparedness Committee does?

Christine: Yes, we've been struggling for outreach.

Robert Kadota: We should brand it with our information and put local information. I like the CA campaign, and making it ours.

Robert Watkins: That's why I like one webpage and one brand.

Selena: Funding motion to fund this neighbor to neighbor campaign--e.g. lawn signs, social media, flyers, and response efforts and outreach for COVID-19, bilingual postcards--for \$2,500.

Andrea: We should consider this for response efforts

Robert Kadota: Modify to \$3000.

Christine: Agree.

Selena introduced the funding motion for \$3,000, passed.

Vote taken: Yes, unanimous

- d. Discussion and possible funding motion for a paid Mar Vista Neighbor-to-Neighbor physical mailing to all Mar Vista stakeholders using USPS Every Door Direct Mail:  
[usps.com/everydoordirectmail](https://usps.com/everydoordirectmail)

Andrea: We should consider the most cost-effective way to reach community members.

Selena: It would be to reach everyone. We can build our email list and share information about the current situation.

Robert Kadota: Postcards may be affordable.

Selena: If we aren't going to spend our money on other things right now, this may be a chance to use available funding. In lieu of another MVCC newsletter. With a mailer, we can reach people in apartment buildings through USPS.

Andrea: We have about 68K households approximately.

Robert Kadota: Maybe we look at it in a week. Because we're talking about other materials. The other stuff is still conceptual. It can be a strategic expenditure, but we need more information.

Andrea: I can research estimates for this, along the other calls.

Robert Kadota: Motion to Table.

Andrea: Seconds.

Tabled, unanimous.

## **6. Future Meetings and Agenda Items (5 minutes)**

- e. Next meeting Saturday, May 2, 2020 at 10:00 am online via Zoom

Robert Kadota: Perhaps Lenore can return and give us information about the Art Walk.

Lenore: Sure, we can provide information as it's available.

Andrea: We should meet this week.

Next meeting: Unanimous agreement: 6:30pm, Thursday, April 30, 2020.

- b. Solicit input from committee members regarding future agenda items

Motions tabled from today for next time.

## **7. Public Comment and Announcements (5 minutes)**

None

## **8. Adjournment**