



# Mar Vista Community Council



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## REMOTE MEETING MINUTES

### Outreach Committee with the Board of Directors

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Thursday, August 5, 2021 from 6:30pm - 8:30pm

### PUBLIC WELCOME

Remote Conferencing by Device: <https://zoom.us/j/98973758618>

Remote Conferencing by Phone: 720-707-2699 | Meeting ID: 989 7375 8618

Go to [MarVista.org](http://MarVista.org) - click on "Join Our Remote Meetings" for supplemental information

1. **CALL TO ORDER** - 6:31pm Attending: Chair Carolyn Honda, Vice Chair Kathryn Wheeler, 2nd Vice Chair M.B. Blakey, Zone 2 Director Martin Rubin, At Large Director Bitta Sharma, Kalani Whittington, Scott Gruber, Mary Hruska
2. **ROLL CALL AND EX-PARTE COMMUNICATIONS/CONFLICTS-OF-INTEREST** - *Roll Call shall include each attending board member declaring any ex parte communications outside of their duties and conflicts of interest pertaining to items on or related to this agenda. All chairs were present with no ex parte or conflict. All attending directors and chairs had no ex parte or conflict.*
3. **WELCOME AND ANNOUNCEMENTS** - Chair Carolyn Honda stated that she hopes we can all work together, create some goals, work with all of the other committees, and make it a great year for Mar Vista, and wants everyone to feel free to be themselves. Read the MVCC Mission Statement: "To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of the Mar Vista Community council; including, but not limited to, increasing awareness of and participation in its functions, duties, and decisions." Unofficially, added, "To work with other committees to promote their activities, and to share with stakeholders."
4. **APPROVAL OF THE MINUTES** - *See Supporting Documents for details*
  - 4.1. May 20, 2021 - Moved by Wheeler, seconded by Blakey, approved without objection.
5. **CHAIR REPORTS** - Vice-Chair - The bus benches were a hug success in January. Reports showed they resulted in more website and stakeholder engagement. Bus shelter artwork and funding was approved by the previous board; the shelters till have no ETA. The bus benches had a 5 week turnaround. We were sent photos when they were completed. Kalani Whittington had a question for Kathryn on the bus benches, wanted to confirm that they were with armrests, to prevent folks from laying down. A photo confirmed that they did have armrests.
6. **SPECIAL ORDERS** - None
7. **STANDARD ORDER OF BUSINESS**

## 7.1. Assignment/Responsibility for committee members - which include:

**Agenda**

**Minutes**

**Website Updates**

**Weekly Roundup**

Chair wanted to discuss possible roles within the committee. 2nd Vice Chair volunteered to do minutes.

Weekly Roundup: Chair was considering creating a form for each committee to fill in every week, or every other week, as a tool to collect Roundup news. She plans to draft it for us to consider at a future meeting. Also wants to consider the Weekly Roundup going out as an e-blast. Also considering sending it out to Twitter, Facebook, Nextdoor, and Instagrams, so that it reach folks who use one platform but not another.

Vice Chair state that the Roundup currently does automatically post to Instagram, Twitter, and Facebook.

Chair wants to ensure that the formatting is as visible and quickly accessible as possible. Vice chair suggest lookin at that offline.

Kalani Whittington: Wanted to know if the MVCC had considered TikTok, as well as Search Engine Optimization.

Mary Hurska: Wanted to mention that she saw one of our bus Bench Ads.

Scott Gruber: Stated that he is a web developer. Specializes in accessibility, performance, SEO, and aethetics. Offered development advice, as our current site's google score's are quite low - lower than the MVCC's previous site. Scott offer's his expertise to help us improve; open to suggestions or a conversation. Vice chair offers to chat with him next week, mentions that we can only use pre-approved vendors from the city.

Martin Rubin: Mentioned that he could not stay for the whole meeting. He thinks the website has improved tremendously.

**7.2. Review of past campaigns (what worked, what didn't)** - Discussion of ideas for future outreach, event participations, and outreach goals for 2021-2022 Fiscal Year. – mChair wants everyone to consider Outreach's role in this past election cycle: worked, what didn't work, etc.

**8. PUBLIC COMMENTS FOR ITEMS NOT ON THIS AGENDA** *The Brown Act provides for a "part of the meeting where the public can comment on any item of interest that is within the subject matter jurisdiction of the local agency." The MVCC is an advisory board to the Los Angeles City council and, as such, its jurisdiction is restricted within Los Angeles and most importantly, the Mar Vista Community. Therefore, please keep public comments within the MVCC jurisdiction. Thank you.* - Kalani W: Suggested a consortium of

Neighborhood Councils utilizing Public Access TV advertisements as an outreach method. Scott Gruber: Recommended utilizing the outreach tools we have control over to be an example to the city.

## 9. ADJOURNMENT - 7:18pm Moved by Wheeler, seconded by Blakey, approved without objection.

**PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS** - In conformity with the governor's Executive Order N-29-20 (March 17, 2020) and due to concerns over COVID-19, the Mar Vista Community Council meetings are held virtually. All information to join virtually is located at the top of the agenda. If joining by phone, use Star (\*) 9 to raise your hand when the request for Public Comments is made. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board's jurisdiction will be heard during the Public Comments for Items NOT on This Agenda period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during this period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 3 minutes per speaker, unless adjusted by the presiding officer of the Board. Use the Zoom Link and phone numbers listed at the top of this agenda.

**NOTICE TO PAID REPRESENTATIVE** - If you are compensated to monitor, attend, or speak at this meeting City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code. 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](https://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org).

**PUBLIC POSTING OF AGENDAS** - Agendas are posted for public review at Mar Vista Recreation Center, 11430 Woodbine Street, Mar Vista, CA 90066 or [MarVista.org](http://MarVista.org).

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**PUBLIC ACCESS OF RECORDS** - In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website, [MarVista.org](http://MarVista.org), or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, they may be downloaded from our website; visit [MarVista.org](http://MarVista.org) > Council > Board.

**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, [MarVista.org](http://MarVista.org).

**SERVICIOS DETRADUCCION** - 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](mailto:chair@marvista.org) para avisar al Concejo Vecinal.

**AB 361 UPDATES** - Public comment cannot be required to be submitted in advance of the meeting, only real-time public comment is required. If there are any broadcasting interruptions that prevent the public from observing or hearing the meeting, the meeting must be recessed or adjourned. If members of the public are unable to provide public comment or be heard due to issues within the Neighborhood Council's control, the meeting must be recessed or adjourned.

In conformity with the September 16, 2021 enactment of California Assembly Bill 361 (Rivas) and due to concerns over COVID-19, the Mar Vista Community Council meeting will be conducted entirely with a call-in option or internet-based service option.

Every person wishing to address the Board must either use the Zoom link (at the top of this agenda) or dial the phone number (at the top of this agenda) and enter the Meeting ID number (at the top of this agenda) and then press # to join the meeting. When prompted by the presiding officer for public input at the Neighborhood Council meeting, the public will be requested to use the Raise Hand option or dial \*9 (for phone) to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered.