

FUNDING MOTION

CATEGORY: Funding

COMMITTEE: Plum & Outreach

PURPOSE: PLUM Door Hangers for Stakeholder Notification of 3871 S. Grand View Blvd.

BACKGROUND:

Outreach is the primary goal of any Neighborhood Council. It is our job to make stakeholders aware of activity in their area and provide a means for their input.

PLUM meetings are very important to the community because it gives an opportunity for stakeholders to provide input regarding upcoming development(s) in their area.

PLUM would use the door hangers to inform stakeholders who live near the proposed development located at 3871 S. Grand View Blvd. which is the proposed construction of the 3-story Self Storage facility in the "restaurant row/downtown area" of Mar Vista.

The door hangers will provide stakeholders with the address of the potential development at 3871 S. Grand View Blvd as well as upcoming meeting information - location, zoom info, time, etc. and we will encourage them to come with their thoughts. This door hanger will be a personalized format for this proposed location.

PLUM estimates the need for 10,000 door hangers for this development, a distribution of 5,000 door hangers on weekend 1, and a second distribution of 5,000 door hangers on weekend 2 leading up to the August PLUM committee meeting.

Although two (2) touch points is not nearly enough, [basic marketing research](#) will tell you that;

"touch points are valuable because they accelerate the [ROI]. The latest research indicates that more than half of the [ROI] is complete before a [stakeholder] engages with a [committee]. Because of this, it's essential to use marketing to generate as many touches as possible during that early part of a [stakeholders' acquisition]. A [board or committee] that has effective marketing will have touched a [stakeholder] several times before it even knows the name of [the project]. Indeed, the goal of marketing is to move the [stakeholder] as far along [to] the [process of acquisition AKA, attending a meeting] as possible,

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so that the [committee’s] time will be well utilized when they do connect with a [stakeholder].”

Therefore, increasing touch points by one (1) should result in an increase of community engagement.

The cost for printing the proposed door hangers is about \$800.

If volunteers were not available to distribute the door hangers, a distribution service would be used at \$1600 for distributing 10,000 door hangers.

THE MOTION:

The PLUM committee approves an expenditure not to exceed \$2,400 for the costs (e.g., designing, proofing, printing, board, distributing) for PLUM Door Hangers related to the proposed development at 3871 S. Grandview Blvd.

ACTION/VOTE COUNT:

MVCC PLUM Committee meeting, July 5th, 2022

Motion of Approval moved by **Mr. Ruesch**, seconded by **Mr. Laferriere-Holloway**

Motion of Approval **Passed** by MVCC PLUM, Vote Count **09-00-01**

MVCC Outreach Committee meeting, July 7th, 2022

Motion of Approval moved by **XXXX**, seconded by **XXXXX**

Motion of Approval **XXXXX** by MVCC PLUM, Vote Count **XX-XX-XX**

My Cart 2



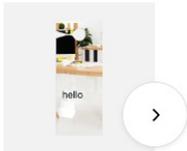
Door Hangers

Quantity Remove

Selected options +

Item total **\$791.60**

[Edit design](#)
[Edit options](#)



Door Hangers

Quantity Remove

Selected options +

Item total **\$791.60**

[Edit design](#)
[Edit options](#)

Product subtotal **\$1,583.20**

Have a code? ▼

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Home » Door Hangers » Order

Door Hangers



View Larger



Size
4.25" x 11"

Paper
100 lb. Gloss Cover

Color
Full Color Both Sides

Quantity
10000

Coating
Aqueous Coating

Production Time

Regular 7-10 Business Days	Rush Not Available
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Process Type

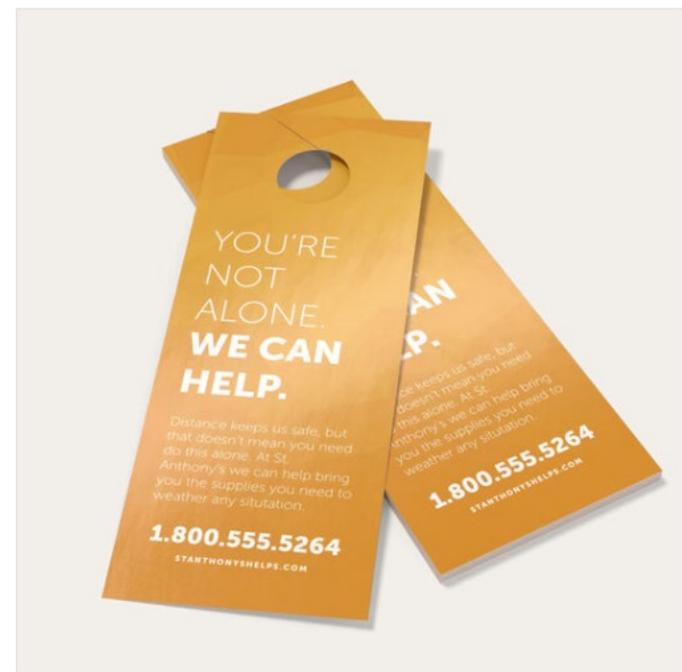
Estimated Shipping

Subtotal (excludes shipping) : \$523.48

[Upload Front](#) [Upload Back](#) [Online Designer](#)



Door Hangers ★★★★★ 4.6 (68)



Configure & Price

[Share Product](#)

Size: ✓ ▾

Paper Type: ▾

Die-Cutting:

Perforation: ▾

Printed Side: ✓ ▾

Bundling: ▾

Quantity: ✓ ▾

Printing Time: ▾

Printing Cost: **\$971.05**