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THE MAR VISTA COMMUNITY COUNCIL



## OUTREACH

# Outreach Committee Report

Prepared for: The Mar Vista Community Council, Board of Directors

Prepared by: Kathryn Wheeler, Chair

December 19, 2019

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## OUTREACH COMMITTEE

# 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.

## OVERVIEW

This Committee was newly formed on July 9, 2019, when, after the June election, the new chairs were named. This committee came with only a name. Its assets had been distributed among many who had worked hard to provide outreach to the stakeholders—heartfelt appreciation to each one of them.

Since the months that have passed, Outreach has become more cohesive and unified in its vision and mission. As this report is being written, a MVCC Newsletter is about to be presented to the Board of Directors, something that has not happened for over eighteen months. Outreach is grateful to those within the Mar Vista community and the MVCC for its patience, understanding, and assistance during this formative period.

## AVAILABLE ASSETS

Informing Mar Vista stakeholders of the MVCC message is the fundamental purpose of Outreach; therefore, as with any good marketing company, its available assets need to be coordinated and function as one with the minor tailoring (e.g., size, timing, material) necessary to achieve the highest benefit from each asset.

Due to the confines of being a City organization, many of the assets must function on a sub par marketing field. Yet, Outreach will continue to make strides in compensating for such City restrictions that hamper marketing and messaging of the MVCC.

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A representative from DONE, Semee Park, attended an Outreach meeting in October and clearly articulated that if the MVCC posts about or promotes another entity (e.g., Historic Fire Station 62), then the MVCC *must* post about or promote every other request. As the MVCC is run by volunteers, posting or promoting all outside requests is an impossibility. Therefore, future postings and promotions will be limited to just MVCC and MVCC-sponsored events.

### **Facebook**

This Page is still waiting to be “adopted” by someone in Outreach to create a “best practices” for posting, and be responsible for altering the web content for posting on Facebook.

Outreach was made aware of additional sub-Pages on Facebook having to do with the Mar Vista Community Council. Most appear to be abandoned. All information was provided to the MVCC Chair for determining next steps. No specific instructions have been provided.

### **Farmer’s Market Blue Tent<sup>1</sup>**

This Outreach asset is functioning quite smoothly, with only one hitch in over three months. This “hitch” was due to CERT being called away for an emergency (at the very last minute) due to the fires that the Los Angeles Area encountered. Of course, this can happen, and while it would be great to receive a phone call to fill the spot, this is highly impractical as emergencies are called that for a reason—everything else stops.

The current schedule has not changed, and confirmation for the next quarter was received from all parties. March has five Sundays, and the Emergency Preparedness Subcommittee will be using the tent on March 22, 2020. The Farmers’ market will be contacted on the prior Wednesday to place a special chalkboard sign that provides directions, the committee’s name, and other desired information to stakeholders.

The current schedule (until further notice):

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<sup>1</sup> NOTE: The Farmer’s Market has always considered the “Green” and “White” tents to be under their purview and authority as they have been “free.” Currently, MVCC has outstanding paperwork to be signed. Starting Sunday, September 15, 2019, the Mar Vista Container stored with the Farmer’s Market will only have blue tent items stored in it. The “Green” tent will have its own ‘green’ container for storage.

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- 1st Sunday: Friends of Historic Fire Station 62
- 2nd Sunday: CERT
- 3rd Sunday: LADOT
- *4th Sunday (when there are 5): MVCC Outreach Committee - unless otherwise noted*
- Last Sunday (whether 4th or 5th): Mar Vista Chamber of Commerce

### Gmail

Late in the last quarter of the calendar year, Outreach was informed of a gmail account: [MarVistaCommunityCouncil@gmail.com](mailto:MarVistaCommunityCouncil@gmail.com) and gained access. This provides availability to all of the suite that comes with a gmail account. However, this account is a “personal” account, and not meant for business. If the MVCC finds that it wants to utilize the variety of “apps” that gmail accounts provide, Outreach will research the cost of replacing the personal account with a business account. However, at the moment, no Board member has responded with interest in using the gmail account tools.

### Instagram

In the September report, it was noted that,

“This account came as a personal account and not a business account. Therefore, Instagram is not being fully utilized. It also came with 217 *followers* and MVCC *following* 89. Unfortunately, the 89 included those that fell outside the guidelines (e.g., commercial business); therefore, the *following* list was reduced to 15. No additional *followings* have been added by Outreach; however, current *followers* is at 219.”

“Changing to a business account will provide added benefits, such as “call-to-action” and analytics. This will assist in fully utilizing the benefits of Instagram. There is no cost to changing to a business account. However, Outreach does not have the authority to make this change.”

Today, the MVCC is *following* 16 (Councilman Mike Bonin was added). The *followers* have increased to 240. It is a personal account as Outreach has not “pushed” to move this to a

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business account until it is “adopted” by someone in Outreach to create a “best practices” for posting, and be responsible for altering the web content for posting on Instagram.

### MailChimp

Months after the last report, Outreach did gain access to the MailChimp analytics. Due to this access, Outreach became aware that, in August of 2018, all of the options for email subscriptions had been effectively eliminated by placing the different “segments” or “groups” into one large “audience.” Only by using “filters” (a very tedious process), may the different “groups” be seen individually, and is not a working solution.

While not exhaustive, Outreach did contact several people (past and present Board members) who had access to MailChimp regarding this action. No one had an answer. Therefore, Outreach is in the very meticulous process of “undoing” this action without harming the data base.

Subscribers and Unsubscribes have, historically, remained equal—with neither overtaking the other. The outlier is the dozens of new subscribers due to the events Outreach attended this year. It remains to be seen if these remain as subscribers.

### WEEKLY ROUNDUP

Outreach continues to send the *Weekly Roundup* that reaches everyone who has subscribed. Responses continue to be favorable. It is hoped that the MVCC input for the *Weekly Roundup* will grow. It is a valuable resource that all committees and subcommittees should take advantage.

In 2020, the *Weekly Roundup* will be sent out on Tuesdays between 10:30am and 11:30am, the day and time experts consider to be a prime time for emailing and posting. This will be tried over the next quarter. At the end of that time period, a comparison will be made of the last two quarters to determine if there is any difference, and take appropriate action.

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### Next Door

NextDoor.com is part of the Department of Neighborhood Empowerment (DONE) and not to MVCC exclusively. Neighborhood Councils are given guidelines to follow. It is to be used “infrequently” (i.e., “try to stay at once a month”), and for the “unusual” (e.g., special events exclusive to MVCC) and not items that are “regular,” (e.g., committee meetings).

Outreach will continue to follow DONE’s guidelines.

### Twitter

This Asset is still waiting to be “adopted” by someone in Outreach to create a “best practices” for posting, and be responsible for altering the web content for posting on Twitter. Twitter is a very limited social media account when it comes to organizations such as MVCC because Twitter is an up-to-the-minute social media account and MVCC is much slower in its “news.”

Like Instagram, MVCC was *following* many that did not fall within the guidelines. The original list of 46 was reduced to 15 *following*, no additional *followings* were added before the September Quarterly Report. Since that report, 9 *followers* have been added, for a total of 120.

### Website

The Web Corner has been servicing MVCC and many other Neighborhood Councils for years. Their Dashboard creates the ability for many people to use the website without the concern of someone accidentally breaking the website. While this is an added convenience and (in theory) works well for a Neighborhood Council, it means that no substantive changes can be made without opening a ticket with The Web Corner and The Web Corner doing the actual work. MVCC will be charged for “change tickets.” Therefore, only the MVCC Chair may approve a ticket for changes. An estimate for a cost is created, then the Executive and Finance Board has to vote on its approval and then the full Board of Directors.

It is the hope that in 2020, Outreach will begin the process of receiving input from stakeholders, the Board, and Committee Chairs as to the changes they would like to see on MarVista.org.

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Once input is provided, the Outreach Committee looks forward to creating options to achieve the desired results.

### YouTube

This account is @MarVistaCouncil. It was opened on June 2, 2010. Within a ten-month period, twenty-five videos were uploaded. It has not been used since April 21, 2011, and has seven subscribers.

Outreach was approached by the Homeless Issues Subcommittee Chair, Armond Seretti, about videotaping his meetings and posting. The equipment for videotaping had been stolen, and reimbursement is still waiting to be received. The Outreach Committee will address this issue in 2020.

## MOTIONS

Outreach is currently working on a format that will provide this information online for convenience and ease of use.

## PROJECTS

A brief outline of what the Outreach Committee has been doing and/or is in the process of completing. This list is not exhaustive and is from the time period between reports.

### MVCC Newsletter

The MVCC has not produced a general newsletter since the fall of 2018. Its first was in 2003. Stakeholders questioned as to “what happened” to the newsletter, and are looking forward to its return. It is hoped that the finished newsletter in addition to this Report will be approved at the January 14, 2020 Board of Directors’ meeting.

### Outreach Table at the Board of Directors’ Meetings

A budget for snacks and water for each Board of Directors’ meeting was approved. This has been a success with stakeholders, City Officials, and Board members utilizing this service.

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### Event Mobility Cart

The Board approved an “Event Mobility Cart” which allows for Outreach to take its materials and SWAG to stakeholder events and gatherings instead of waiting for them to come to MVCC.

### Storage Unit

While the storage unit belongs to the entirety of the MVCC, Outreach has SWAG, Tents, and other “extras” needed for effective outreach. These items cannot be stored in someone’s home and should be itemized/cataloged as inventory. Currently, these items are in unmarked cardboard boxes without accessibility; therefore, a funding motion was passed to purchase the necessary containers to organize these materials. This is an ongoing process, and not a small task.

### Neighborhood Associations - Newsletter Advertising

Another great avenue for outreach through Neighborhood Associations is by purchasing an ad in their Newsletters. It is our hope to create interest in these already active organizations and encourage their participation in MVCC. Currently, we have plans to purchase, or have already purchased ads in the newsletters from the Mar Vista Neighborhood Association, North Westdale Neighborhood Association, Westdale Homeowner’s Association, and Hilltop Neighbors Association.

The Westside Village Homeowners Association and the MVCC did correspond regarding advertising in their newsletter; unfortunately, the ad cost exceeded what the MVCC has spent to advertise in similar newsletters.

### Outreach eMail

Outreach did acquire an email that will provide future Chairs the information and history to aid in running the Outreach Committee.

### Boilerplate Ads

Approved ads that will assist in reaching stakeholders, in a timely fashion, through advertising.

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### MOVING FORWARD

It is exciting that the MVCC sponsors so many events or creates their own events. It is an honor when a committee or organization provides the opportunity for input. The issue with MVCC receiving adequate credit is the time needed, in advance, to actually provide Board approval for the use of the MVCC Logo. In an effort to mitigate this time constraint, Outreach created “boilerplate ads” that was approved by the Board.

In the future, it is hoped that, “committee campaigns,” social media “best practices” as well as other ideas (e.g., Outreach Calendar online) for the current and future committee to work efficiently and effectively within the guidelines it must follow. This is still in its infancy; however, the future is looking bright for these and other ideas. It is important that MVCC is able to respond to the community needs in a timely fashion.

### CONCLUSION

It is our hope that this report provides the needed insight to this relatively “new” committee. Please, feel free to contact the Outreach Chair ([Kathryn.Wheeler@MarVista.org](mailto:Kathryn.Wheeler@MarVista.org)).