

## Outreach Committee Minutes

January 21, 2019

Meeting attendance:

Robin Doyno

Nanxi Liu

Armond Seretti

Wayne and Kathryn Wheeler

Heather Kamins

Meeting called to order at 6:12pm.

Minutes:

Armond to put brief minutes together from past meetings.

Public comment:

1. Robin: Outreach efforts will have a lot to do with Elections and Bylaws
2. Armond: Yes, Outreach met with Elliot and since we aren't doing online voting, we should get the word out.
3. Kathryn: I've worked on political campaigns and other outreach, excited to be involved with the committee.
4. Wayne: We got involved because of a building project nearby my house. I'd like to know more about what MVVCC does.

Old business

1. Social media:
  - a. Get access. Armond will share with other chairs the access.
  - b. Places we can outreach at: NextDoor, Facebook, Twitter, Email
    - i. Heather: every so often, we should post what MVCC is since not everyone will know what it is the first time seeing a post
    - ii. Kathryn: Things should look branded and coordinated. Flyers or materials specific for zone directors.
    - iii. Heather: Can I reach out to Zone 2 residents on social media?
    - iv. Robin: Yes, we encourage it.
    - v. Kathryn: Very hard to find correct info on the zones on the website.
      1. Create a page for people to figure out which zone they are in
      2. Create pages that allow people to view news that's zone specific
  - c. What can we post on social?
    - i. Events happening in the neighborhood
    - ii. Fun things in the neighborhood

- iii. Go for posting events and going-ons and we'll discuss if anything crosses the line

#### New Business

1. Double-sided yard sign
  - a. Design is very important. Can't have too many information.
2. Half-page sized signs to put on windows of businesses
3. Wayne: Perhaps we can combine elections marketing with Speaker Series
4. Kathryn: Zone-specific events for candidates
5. Filing date: Feb 17-Mar 19
6. Election is 10am-2pm at Farmer's Marketing on June 2<sup>nd</sup>.