



Mar Vista Community Council



MINUTES FOR

JOINT MEETING - Outreach Committee & Renters' Outreach Subcommittee

MarVista.org

Thursday, July 18, 2019, 6:30pm - 9:00pm

The Coffee Connection (Courtyard)

3838 S. Centinela Avenue | Mar Vista, CA 90066

Outreach Committee

Kathryn Wheeler - Chair

Ashley Zeldin - First Vice Chair

Adriana De La Cruz - Second Vice Chair

Renters' Outreach Subcommittee

Annie Bickerton - Co-Chair

Tyler LaFerriere - Co-Chair

1. CALL TO ORDER

Chair: Meeting called to order, 6:38pm.

2. ROLL CALL (ATTENDANCE)

Roll Call: Kathryn Wheeler, Ashley Zeldin, Adriana De La Cruz, Tyler LaFerriere, Marty Rubin, Robin Doyno, Kalani Whittington, Wayne Wheeler

3. WELCOME AND INTRODUCTIONS

Chair: Welcome to the first Joint meeting for the Outreach Committee and the Renters' Outreach Subcommittee. Please sign in and introduce yourself.

4. ANNOUNCEMENTS BY REPRESENTATIVES FROM THE CITY OR MVCC

MVCC 1st Vice-Chair and Zone 2 Director, Marty Rubin: This is a very important committee and he wishes us the best. It isn't easy but important.

5. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Robin Doyno: He is going to the Bylaws & Election Committee to establish a "ranked" choice vote. The meeting is on the 24th. Thank you.

6. READING AND APPROVAL OF MINUTES - NONE AS THIS IS FIRST MEETING

7. REPORTS OF CHAIRS - NONE AS THIS IS FIRST MEETING

8. STANDARD ORDER OF BUSINESS

8.1. UNFINISHED BUSINESS - NONE AS THIS IS FIRST MEETING

8.2. NEW BUSINESS - DISCUSSION AND POSSIBLE ACTION REGARDING...(90 MINUTES)

8.2.1. CREATE OUTREACH COMMITTEE MISSION STATEMENT (10 MINUTES)

Chair: The first thing that we need to do is create an Outreach Mission Statement as well as our Renters' Outreach Subcommittee Mission Statement. Here is what I propose:

PROPOSED MISSION STATEMENT: To create and disseminate content through traditional, social, and electronic mediums that educates and informs Mar Vista stakeholders of all aspects of the Mar Vista Community Council including, but not limited to, its functions, duties, and decisions.

Mr. Rubin: What does "traditional" mean?

Chair: Examples would be: flyers, newsletters, mailers, knocking on doors.

Everyone participated in adding words or exchanging words until there was no more debate. A motion to adopt was made by Mr. Wheeler and seconded by Ms. Zeldin. The motion was adopted without objection. The final version to present to the full board is:

OUTREACH COMMITTEE MISSION STATEMENT: To create and disseminate content through traditional, electronic, and social mediums that educates and informs Mar Vista stakeholders of all aspects of the Mar Vista Community Council and its committees; including, but not limited to, increasing awareness of and participation in its functions, duties, and decisions.

8.2.2. CREATE RENTERS' OUTREACH SUBCOMMITTEE MISSION STATEMENT (10 MINUTES)

Chair: It has been made abundantly clear by the MVCC Chair, that the Renters' Subcommittee is "an arm of Outreach." It is not an arm of another other committee nor is it a "Renters' Rights Subcommittee." Its design is "to assist the Outreach Committee in engaging that group" with the message that comes from the Outreach Committee (that comes from the MVCC).

Ms. De La Cruz questioned if there was anything in writing to that effect; if so, she would like to see it. Mr. LaFerriere and Mr. Doyno agreed.

Here is what the Chair proposed:

PROPOSED MISSION STATEMENT: To reach renters with the content created by the Outreach Committee.

Mr. LaFerriere: What about this?

PROPOSED MISSION STATEMENT: The mission of the Mar Vista Community Council Renters' Outreach Subcommittee is to maximize awareness of the activities of the council and its

committees among Mar Vista renters and renter stakeholders and improve renters' engagements and reinforce renters' engagement and ensure renters' knowledge of an access to MVCC resources pertinent to their living situation.

After a great deal of discussion, and input from attendees for some changes, there was definitely a difference of opinion as to what the duties of the subcommittee entailed. One view was to take the content from the Outreach Committee (which comes from the MVCC Board) and figure out how to get that content to the renters. Another view was to, "...ensure that renters have adequate education about all the resources available to them."

Mr. Wheeler: You have to be very careful on what is MVCC outreach to renters, versus communication to renters on their rights such as Ellis Act issues. It's this big fuzz ball trying to separate out advocacy of rights versus you're just communicating and educating.

At the point when it became clear that the discussion would not reach a conclusion, because both the Chair and Mr. LaFerriere had different views of what the MVCC Chair had instructed them regarding what the MVCC Chair wanted when he created the subcommittee, the Chair requested to table the mission statement until a joint call/talk (with the MVCC Chair, Mr. LaFerriere, and Outreach Chair) could be made. However, others made suggestions and wanted to continue the debate.

There was a discussion of the inequity of having a specific message just for renters, that the Outreach Committee takes the message the Board provides and the subcommittee figures out how to get it to the renters—it cannot be different material or just specific to renters, it has to be material that comes from the Outreach Committee.

Mr. LaFerriere: Also, education and so I know the line between the two. But, ours [subcommittee] is to ensure that renters have adequate education about all the resources available to them.

Chair: I would like to "table the mission statement as the three of us [MVCC Chair, you and me] need to have a conversation because what you are stating is completely different than what I understood. I'm not here to say that I didn't misunderstand; you could be right. I just think the three of us need to get together and we need to discuss this because my understanding was, that whatever message comes from Outreach, Renters' was to figure out how to get it to the renters and, not create your own materials or message."

The mission statement was tabled until after a joint meeting/call could be set up for clarification as to the Renters' Outreach Subcommittee duties. Mr. Laferriere was to email his version of the mission statement to the Chair. [Which he did and is the version noted above.]

8.2.3. RESPONSIBILITIES/ASSIGNMENTS FOR COMMITTEE/SUBCOMMITTEE; INCLUDING, BUT NOT LIMITED TO MEETING DATE, MINUTES, REFRESHMENTS, COMMITTEE(S) SYNOPSES (35 MINUTES)

Discussion of Taking Meeting Minutes:

Before the meeting had started, those in the room (except Ms. Zeldin, Mr. Rubin, and Ms. Whittington who arrived after 6:30pm) assisted the Chair in “testing” recording voice on her computer.

The Chair asked who would volunteer to take minutes, if the Chair taking notes with the computer recording did not work. Ms. De La Cruz volunteered. Ms. Zeldin was uncomfortable about not knowing of the recording and wanted an announcement to be made before each meeting, and she would do it. The Chair mentioned that by law, public meetings can be taped without prior knowledge and that many of the MVCC meetings, for many months, have been recorded. Additionally, only those who arrived late did not know about the recording as attendees had helped in “testing” the equipment.

Outcome:

Ms. Zeldin volunteered, and the committee agreed, to have Ms. Zeldin make an announcement during the **Welcome and Introduction** that the meeting will be recorded.

Discussion of Items (e.g., SWAG, food, suggestion box, surveys) at BOD Meetings:

SWAG was displayed and dispersed among the committee attendees: chair pads, various post-it notes, dog waste-bags carriers, whistle/lights, and “Sense of Safety” coloring books. The Chair explained that the Outreach Committee has boxes of these items in storage and should be providing them at BOD meetings and, potentially other meetings.

Outcome:

Chair will check to see how to best accommodate storing the materials for easier access to materials during a BOD meeting and other meetings.

Chairs (including subcommittee) will meet early at the next BOD meeting to know where SWAG is being stored and to assist in setting up the SWAG table.

Outreach Chair will inquire, at the next BOD meeting, whether other committees/subcommittees wish to have SWAG at their meetings.

FOOD: Having snacks at the BOD was discussed. The Chair informed committee that the City no longer allows food from individuals. It either needs to be catered/purchased from a business or individually wrapped and storable. It was determined that supplying water and packaged snacks (e.g., nuts) would be appropriate.

Outcome:

A motion was made by Mr. Rubin, seconded by Mr. Laferriere and passed without objection to have water and "individual and storable" snacks.

SUGGESTION BOX: The idea for a suggestion box was discussed and well-received. One particular and timely use could be to assist the Community Plan subcommittee in receiving more reCode LA surveys.

Outcome:

A work-in progress; gather more information.

EVENT CALENDAR: Displaying a white board or table flyers with events listed for distribution at BOD meeting.

Outcome:

A work-in progress; gather more information.

Discussion of Committees' Synopses - Assisting Committees with Outreach:

The idea is to help condense the activities of the MVCC committees and subcommittees to an "easy read" weekly online newsletter. It would consist of an overview of the prior meetings, with promotions for future meetings. This would provide easy access and needed information to stakeholders instead of the current requirement for stakeholders finding and reading the minutes of every committee.

The written piece would be provided to the Outreach Chair for final submission/approval of the appropriate Committee/Sub-committee Chair.

The Chair asked what committee meetings already interest those attending, the answers:

Ms. Zeldin: PLUM, Community Plan

Ms. De La Cruz: Elections & Bylaws; Education, Arts & Culture

Mr. LaFerriere: Mobility

Mr. Rubin: Bylaws & Elections

Mr. Doyno: Homeless

The idea was discussed and Mr. Rubin volunteered the meetings he Chairs. No one was available on the date(s) of his next meetings. Mr. Rubin also suggested a Flowchart be created to provide clarity, if needed.

Outcome:

Tabled until some meetings could be scheduled. Was tabled because they wanted a Flowchart as well as take to committee chairs for approval.

8.2.4. RESPONSIBILITIES - OTHER (25 MINUTES)

We should be creatively thinking about how to engage seniors, homeless, non-English speakers, renters, and the youth in MVCC.

8.2.4.1. MAR VISTA FARMERS' MARKET (MVFM)

Currently, the Executive & Finance Committee is managing the tents at Farmer's Market. Eventually, it will be the responsibility of Outreach. The Mar Vista Chamber of Commerce regularly occupies the Blue Tent. For the last three months, Ms. De La Cruz has been assisting with the Green Tent. And, it is the Chair's understanding that Mr. Kadota will continue with the White Tent.

Chair: Who has interest in the Farmer's Market tents? Any ideas of future occupants: LADOT, Homeless, Fire, Police, Bureau of Street Services?

Ms. De La Cruz was the only one interested in representing MVCC on Sundays under the tents at Farmer's Market.

Public comments regarding Farmers' Market:

Ms. Whittington: Explore other options as it the same 1% of people who attend each week; mainly not from Mar Vista. Farmers' Markets are dying and we need to expand community engagement.

Outcome:

The Outreach Chair will work with the Executive & Finance Committee as well as the Board of Directors in search of volunteers who wish to represent MVCC on Sundays at Farmer's Market.

8.2.5. FUTURE AGENDA ITEMS

North Westdale Neighborhood Association regarding a tent and/or a newsletter ad from MVCC for their fall event on September 21, 2019 at 3pm.

9. PUBLIC COMMENTS/CONCERNS

Ms. Whittington: MVCC should have a TAP card as Palm NC has one. Everyone is a volunteer on the committee and we should engage the community. It will work to our benefit. We should ensure that we don't get bogged down in the minutia.

Chair: I will double-check with the Executive & Finance Committee regarding the TAP Card. Months ago, one was suggested; however, it was deemed not to be allowed by the City; however, since Palms NC has one, I will ask again.

10. ANNOUNCEMENTS

Regarding future meetings, Mr. LaFerriere offered to set up a Doodle for people's available days/times. The Chair will continue to work with the MVCC Second Vice-Chair for times and places available for future meetings. Emails will be sent to everyone when more information is available. Until then, meetings may need to continue at this same location.

11. ADJOURNMENT 8:46PM

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