



# Mar Vista Community Council

## MINUTES



Outreach Committee

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

Thursday, January 16, 6:30pm

The Coffee Connection, Ramp Room Lounge, 1st Floor  
3838 S. Centinela Avenue | Mar Vista, CA 90066

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

*In an effort to cut down on waste, it is suggested that attendees bring a copy (whether printed or digital) of the agenda, minutes, and other materials to each meeting. There will be copies; however, the number will be limited to ensure minimum impact on the environment. The Outreach Committee appreciates your understanding and assistance in helping us be as environmentally responsible as possible. Hope to see you there!*

1. **CALL TO ORDER - 6:33pm** [Note: The Coffee Connection booked another party in the Ramp Room Lounge from 5:30pm to 8pm. Ms. Serrano (from DONE) instructed us to post a sign correcting the meeting location to the outside patio. She informed us that if people were able to find us, then it would be fine. However, if no one arrived, our meeting would have to be rescheduled. As five additional people found us, our meeting was official.]
2. **WELCOME/ROLL CALL/INTRODUCTIONS** - Committee Chair, Kathryn Wheeler; First Vice-Chair, Martin Rubin; Vanessa Serrano, Wayne Wheeler, two stakeholders, Robin Doyno (arrived after roll call), Dr. Robert Watkins IV (arrived after roll call)
3. **READING AND APPROVAL OF MINUTES**
  - 3.1. 2019\_12\_19\_Outreach\_Minutes - Mr. Rubin made the motion to approve the minutes, Mr. Wheeler seconded. Passed without objection.
  - 3.2. 2019\_12\_21\_Outreach\_Minutes - Mr. Rubin made the motion to approve the minutes, Mr. Wheeler seconded. Passed without objection.
4. **REPORT, ANNOUNCEMENTS, DISCUSSIONS ON RECENT LEGISLATIVE OR MVCC ACTION (15 MINUTES)**

- 4.1. New Internet laws. - The new Internet laws only affect businesses that buy/sell or keep information on 4 million. California Consumer Privacy Act of 2018 (CCPA) does not apply to state and local government agencies in California. The committee agreed that it was time to send MVCC's Privacy Policy and Accessibility documents to the City for review. Ms. Serrano agreed to assist in that effort.
  - 4.2. The Emergency Preparedness Subcommittee is scheduled to use the Farmers' Market MVCC tent on Sunday, March 22. - No action needed.
  - 4.3. Discussion of the motions that were passed at the previous MVCC Board of Directors' or City Council meeting with possible actions/motions. - N/A
  - 4.4. Discussion of the motions that were not passed at the previous MVCC Board of Directors' (BoD) meeting with possible actions/motions to amend, resubmit, and obtain support for and passage of said motion(s) at the next BoD meeting. - The newsletter motions did not pass and the committee discussed the Board's reasoning and possible solutions. Vanessa Serrano from EmpowerLA agreed to help the committee discover how many non-English speakers are in Mar Vista, and where they are located. It was agreed upon that the original newsletter motion should be resubmitted, approved, printed, and distributed while information is collected for the Board for the next newsletter. To do otherwise, would not serve the stakeholders of Mar Vista. Mr. Rubin made the motion to resubmit the newsletter motions, Mr. Wheeler seconded. Passed without objection.
5. REPORTS OF CHAIRS (5 MINUTES) - Reports will continue to be written and submitted on a quarterly basis and posted on the Outreach Committee web page. Currently, there are two reports, i.e., September and December 2019. A supplemental report on the need for a Spanish newsletter may be submitted to the next Board of Directors' meeting.
  6. STANDARD ORDER OF BUSINESS (60 MINUTES)
    - 6.1. UNFINISHED BUSINESS - FUNDING MOTIONS (require allocation of funds)
      - 6.1.1. Discussion and possible action regarding an expenditure not to exceed \$8000.00 for costs (e.g., designing, printing, distributing) related to a Mar Vista Community Council Newsletter. - This motion is for a summer

newsletter. Mr. Rubin made the motion, Mr. Wheeler seconded. Passed without objection.

- 6.1.2.** Discussion and possible action regarding an expenditure for SurveyMonkey or other similar services. - **The Outreach Survey Monkey submitted on 10/17/19 did not make it out of the 12/02/19 Executive & Finance Committee (ExFin) due to Ms. Krupkin, 2nd Vice-Chair and Zone 5 Director, stating, "There is no reason to purchase a Survey Monkey Account as Google Forms provides the same services for free." Also, "If it is good enough for a presidential campaign, it is good enough for me." The ExFin committee did not approve using SurveyMonkey and wanted to use Google Forms. However, on the 1/14/20 Board of Directors' agenda, Ms. Inouye, At-large Director, submitted a motion for a SurveyMonkey without any specifics. The Outreach Committee believes that the information provided in the 10/17/19 motion should be presented before the Board. Also, there would be one owner (as in Mailchimp), and there is no way to vary the Primary Admin and Users without purchasing a very expensive "Enterprise Team" account. Mr. Rubin made the motion, Dr. Watkins seconded. Robin Doyno abstained, the remaining attendees approved the motion.**
- 6.1.3.** Discussion and possible action regarding an expenditure for materials necessary to design and create MVCC pamphlet(s). - **The committee discussed the differences between providing a printed three-fold pamphlet or an online "pamphlet." The merits of both were discussed. The conclusion was to use both to reach a larger audience. A QR code would be placed on the printed pamphlet; thus, combining the two. Mr. Rubin made the motion, Dr. Watkins seconded. Passed without objection.**
- 6.1.4.** Discussion and possible action regarding an expenditure to approve SWAG purchases. **BESTPROMOTIONSINC.COM - Tabled until the next meeting when a screen would be available to display the SWAG to the entire committee at the same time. Ear pod cases was a suggestion for SWAG.**
- 6.1.5.** Discussion and possible action regarding an expenditure for MVCC advertising outside of its own media accounts. - **Discussion of paying for park bench advertising. A banner at Mar Vista Recreation Center was also**

suggested. Mr. Doyno stated that it was free to hang one on the fence at the Mar Vista Recreation Center. Will need to check into this information before action.

## **6.2. UNFINISHED BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)**

**6.2.1.** Discussion and possible action regarding adding a feature to the *Weekly Roundup* for stakeholder contributions/articles. - **It was discussed that there were other things to do before this feature. Tabled for later agendas.**

**6.2.2.** Discussion and possible action regarding encouraging/engaging Block Captains in Outreach distribution. - **Reach out to DONE for suggestions and ideas as well as the Emergency Preparedness Subcommittee Chair.**

**6.2.3.** Discussion and possible action regarding promoting the MVCC via door hangers. - **Tabled**

**6.2.4.** Discussion and possible action regarding shared responsibilities for media accounts. - **Tabled**

## **6.3. UNFINISHED BUSINESS - POLICY MOTIONS (brought before committee) - None**

## **6.4. NEW BUSINESS - FUNDING MOTIONS (require allocation of funds)**

**6.4.1.** Discussion and possible action regarding an expenditure for materials necessary to begin the process of a website (re)design including, but not limited to poster board, paper, pens, and photo copies. - **Dr. Watkins made the motion for the expenditure not to exceed \$150, Mr. Rubin seconded. Passed without objection.**

## **6.5. NEW BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)**

**6.5.1.** Discussion and possible action regarding redesign/addition to the website. This includes menus, pages, social media content, etc. All stakeholders are encouraged to attend and participate. Bring ideas, sketches, etc. - **Tabled**

## **6.6. NEW BUSINESS - POLICY MOTIONS (brought before committee)**

**6.6.1.** Discussion and possible action regarding assigning two or more to research and report on video/sound equipment, Apps, Social Media Accounts, manpower, and other items necessary to record MVCC meetings/events, and distribute to stakeholders. Must include cost of purchase, future costs (e.g., account fees), and any cost required to maintain (e.g., store

video, app/software upgrade cost). Also, include “learning curve,” ease of use, man hours needed to setup/break down, equipment longevity, and other pertinent perimeters. Provide potential legal and other ramifications with solutions and next steps. This information will be presented before the Board of Directors. - **Tabled**

**7. FUTURE AGENDA ITEMS (5 MINUTES) - None**

**8. PUBLIC COMMENTS/CONCERNS - None**

**9. ANNOUNCEMENTS - None**

**10. ADJOURNMENT - 7:39pm Mr. Rubin made the motion to adjourn, Dr. Watkins seconded. Passed without objection.**

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