

# Standing Rules of the Mar Vista Community Council

Approved by MVCC Board of Directors on  
Axxx XX, 2019

## 1. Authority

1.A. These Standing Rules are subordinate to - and may not supersede - the Bylaws of the Mar Vista Community Council (MVCC). This version supersedes all prior versions of the Standing Rules.

1.B. Furthermore, MVCC and these Standing Rules must adhere to the MVCC Bylaws, the California Brown Act, the Department of Neighborhood Empowerment (DONE) and Board of Neighborhood Commissioners (BONC) Rules, and all Local, State, or Federal laws that apply.

## 2. Communications

2.A. All MVCC communications and web postings to the general public, or to the full MVCC Stakeholder list, with the exception of those stated in 3.B.i and 3.B.ii, shall be approved by at least three directors of the Board prior to distribution or transmission .

2.B. All MVCC communications and web postings to the general public, or to the full MVCC Stakeholder list, shall originate from the Chair of the MVCC Board of Directors, except for:

2.B.i) The posting of committee agendas, minutes, and other calendar items by that committee's representative(s).

2.B.ii) Communications sent by the Chair, Secretary, or their designee, to inform MVCC stakeholders about news items, council meetings, or other community activities of general interest.

2.C. The Chair of the MVCC Board of Directors shall speak for, and represent the council, in all official matters.

## 3. Media Policy

3.A The purpose of this Media Policy is to establish guidelines for the establishment and use - by the Mar Vista Community Council ("Council") - of media designed to convey information to members of the public. This media will be categorized as:

3.A.i. Traditional media--- which includes, but is not limited to: Printed materials such as flyers, banners, signs, paper agendas, business cards, certificates and door hangers; displays such as bulletin boards; identification items such as name badges and event t-shirts; and branded outreach items such as reusable bags and embossed pens.

3.A.ii. Social media---which refers to any electronic communication outlet intended to facilitate the distribution of user-generated content to a broad audience. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Flickr. "Council social media sites" means social media outlets established and maintained by the Council and its committees. Currently the Council operates an official website and a Facebook page. "Posts" or "a posting" means information, articles, pictures, videos or any other form of communication posted on a social media outlet.

The Council has an overriding interest to protect the information posted on its media and the content

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that is attributed to the Council and its officials; and to prevent unauthorized use of its name or official logos.

## 3.B. The following are General Media Guidelines and Rules

3.B.i. All Council-generated media must adhere to Standing Rule #2. Communications and be consistent with the governing Authority of the Mar Vista Community Council.

3.B.ii. The content (which includes, but is not limited to, information, images, videos and hyperlinks) of Council media must pertain to one of the following:

- Policy positions adopted by the Board.
- Council-sponsored or Council--endorsed programs, services, and events.
- A Council committee's approved mission.

3.B.iii. Media must NOT contain any of the following:

- Profane or obscene language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance,
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party
- Content to support or oppose political campaigns, candidates, or ballot measures unless the Council has approved the position at a public meeting and authorized the media.
- Information that is confidential as defined by any Council policy or state, federal, or local law or regulation.

3.B.iv. Use of a Council logo or name as well as claims of endorsement by another media platform not controlled by the Council requires pre-approval by the Board. When unauthorized use is discovered and reported, the Council Chair, or designee, must request immediate removal; if this request is not heeded, the Chair must request the support of DONE and/or the City Attorney, as appropriate.

3.B.v. Council media may acknowledge supporters of Council activities on a Council media platform related to the activity. Support may include, but is not limited to donation of funding, goods, services, facility use and expertise. Acknowledgement may include, but is not limited to, posting of a logo, a link to the entity's web or social media site, images that identify the entity. Acknowledgement is recognition of support and must not promote the purchase of products and services, or solicit votes.

## 3.C. Additional Social Media Guidelines and Rules

3.C.i. All social media outlets established by the Council or any of its committees are deemed to be Council sites and content is subject to approval by a designated director. Approved Council sites must bear the name and/or official logo of the Council and include a link back to the Council's official website.

3.C.ii. The Council administers Council social media sites, but the content on the sites is not entirely controlled by the Council. The Council does not endorse any link or advertisements on its social

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media sites placed by the outlet's owners or their vendors or partners. The Council reserves the right to remove any content from its social media sites at any time.

3.C.iii. Comments can provide valuable information and feedback to MVCC and community members. All comments posted to the Council's social media sites shall be subject to moderation to the extent allowed by the platform. The Council reserves the right to remove inappropriate comments.

3.C.iv. Members of the Council and Council Committees must not respond to any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

3.C.v. Council social media sites are subject to the California Public Records Act. Any content maintained on a Council social media site that is related to Council business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. Prior written consent considerations may limit disclosure of Stakeholder information.

3.C.vi. These guidelines must be displayed to users or made available by hyperlink on all Council social media sites when feasible. When possible, any content removed based on these guidelines should be retained, including the time, date and identity of the poster, when available.

3.C.vii. The Council reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by a designated director or a quorum of the Board of Directors. This includes - but is not limited to - information, articles, pictures, videos or any other form of communication that is posted on a Council social media site.

3.C.viii. No individual Board member or MVCC stakeholder, other than the Chair, shall represent the Board in the absence of approval by the Chair or an authorizing motion or resolution.

## 4. Expenditures

4.A. All MVCC expenditures shall be limited as follows:

4.A.i. Operational expenses of the MVCC and its committees.

4.A.ii. Outreach expenses intended to increase community awareness and engagement with MVCC, the City of Los Angeles, or any of its official entities.

4.A.iii. Community Improvement Grant (CIG) or a Neighborhood Purpose Grant (NPG), as permitted and described by The City of Los Angeles.

4.B. All expenditures shall be fully compliant with all City of Los Angeles rules and regulations.

4.C. All expenditures and reimbursements shall require approval by majority vote of the Directors present at a scheduled meeting of the Board of Directors.

4.D. All MVCC CIG and NPG applications submitted to the Board for approval shall include all completed, required, or relevant forms as required by the City of Los Angeles, and a Community Benefit Statement.

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4.E. Expenditures involving the purchase of goods or services exceeding \$1,000 shall be made only after the consideration of alternate bids, proposals, or estimates. This requirement may be waived by action of the Board when the expenditure specifics so dictate.

4.F. All MVCC Board members and committee chairs shall review the Funding Guidelines from the City of Los Angeles and be responsible for following the guidance therein.

## 5. Website

5.A. All substantive changes to the MVCC Website, including – but not limited to – design, hosting, and choice of management (webmaster), shall be approved by majority vote of the Directors present at a scheduled meeting of the Board of Directors.

5.B. The Outreach Committee is charged with facilitating substantive website changes - in collaboration with all interested Board members - and shall consider multiple options before presenting any substantive proposals to the full Board for approval.

5.C. Any final proposal of substantive website change shall, prior to implementation, undergo a thirty- day review process after approval by majority vote of the Directors present at a scheduled Board of Directors meeting.

## 6. Board Agendas

6.A. Agenda items must be submitted to the Secretary. The Secretary may solicit agenda items via email, at least ten days prior to a scheduled Board meeting, of all Board members and Committee chairs and/or co-chairs.

6.B. Agenda items received by the Secretary shall be compiled and submitted to the Chair, who will then determine the content of, and prepare, the final Board agenda.

6.C. The Agenda shall identify the Committee, Director, or stakeholder submitting each motion, and each motion on the agenda shall be categorized as “Funding”, “Policy”, or “Administrative”.

6.D. The Secretary may e-mail a draft of the final agenda to the Board of Directors and Committee chairs before posting the agenda.

6.E. The Secretary or designee shall post agendas for Board meetings in accordance with MVCC Bylaws and in accordance with DONE rules and regulations.

## 7. Meeting Minutes and Public Notice

7.A. The Secretary, or designee, shall forward draft minutes by e-mail to all Board members and committee chairs within ten days of the Board meeting.

7.B. Board policy shall be communicated officially only on MVCC letterhead, with the signature of the Chair.

7.C. Notice of each policy motion passed at the board meeting, shall be sent to each policy’s associated parties (6.D) within ten days of Board action, at the discretion of the Chair

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7.D. Upon approval of the minutes by the board, the Secretary – or designee – shall:

7.D.i. Post the minutes to an easily accessible page on the MVCC website.

7.D.ii. Post each “Policy”, “Funding”, and “Administrative” motion to an easily accessible page on the website according to category.

## 8. Western Regional Alliance of Councils (WRAC)

8.A. The serving Chair of Board shall be the MVCC representative to WRAC.

8.B. The current First Vice-Chair of the Board shall be the MVCC alternate representative to WRAC.

8.C. The Chair shall appoint as WRAC Committee Members, the chair or co-chair of the MVCC committee that most closely reflects the subject matter of other WRAC committees. Each appointment shall be subject to approval by majority vote of the Board.

8.D. In the event that a standing appointee to WRAC does not wish to represent the MVCC, then the Chair of the Board shall appoint an alternate representative for that position, subject to the approval by majority vote of the board.

8.E. All MVCC representatives to WRAC must vote on any policy issue before WRAC in accordance with the existing policies and actions taken by MVCC on that issue.

8.F. MVCC representatives to WRAC shall abstain from all votes where the Board has not previously taken a position.

8.G. MVCC representatives to WRAC shall vote on WRAC administrative items in accordance with their best judgment and in accordance with the best interests of the MVCC.

## 9. Ethics and Transparency

9.A. All Board and committee agendas shall include a standing agenda item for the “Declaration of Ex- Parte Communications and Conflicts-of-Interest” by each present MVCC board member, committee chair or co-chair.

9.B. Ex-Parte declarations must be noted in the official minutes of meetings, including details such as meeting dates, identities of the participants, and the substance of the communication.

## 10. Committee Constitution

10.A. All committees shall be formed in accordance with Article VIII of the MVCC Bylaws.

10.B. Ad-Hoc Committees and may be established by majority Board vote to perform specific, time-delimited tasks, and shall be disbanded upon completion of those tasks.

10.C. All MVCC Board members shall serve as chair, co-chair, or vice-chair of no fewer than one committee.

10.D. The Chair of the MVCC Board shall announce committee appointments during the Board meeting

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immediately following election of new board officers, or as new committees form or as vacancies occur.

10.E. A committee may appoint additional officers if deemed necessary.

10.F. Each committee appointment shall be subject to Board approval by majority vote.

10.G. The Board may remove any committee officer by two-thirds vote of the full Board.

10.H. The MVCC Chair shall designate – or delegate such designation to any committee – the selection of the committee’s presiding chair, responsible for drafting agendas and conducting its meetings.

10.I. Any MVCC Stakeholder is a constituent of each MVCC Standing or *Ad-hoc* Committee attended.

## 11. Committee Business

11.A. Each committee shall conform to the purpose and responsibility detailed by its mission statement, reporting findings, motions, or resolutions to the full Board.

11.B. Each committee shall respond to stakeholder claims, concerns, and requests within its area of responsibility.

11.C. Items requested by a Director, or by petition of no fewer than five stakeholders, shall be agendized by the committee chair within 60 days.

11.D. A topic relevant to two or more committees may be addressed via a joint committee meeting.

11.E. Committees shall post meeting agendas in accordance with MVCC Bylaws and DONE rules and regulations.

11.F. Committees shall notify the appropriate Zone Director(s) of agenda items specific to that zone or immediately adjacent to it.

11.G. Majority committee vote is a prerequisite to Board consideration of the Committee’s motion or resolution.

11.H. A committee officer or designated stakeholder shall represent the minority position of each controversial motion or resolution considered by the Board via a minority report.

11.I. Expenditures proposed and passed via committee shall be vetted and passed by the Executive and Finance Committee for available funds, prior to referral to the full Board for consideration.

11.J. Each committee chair or designee, shall post meeting minutes - upon committee approval - to the committee’s page on the MVCC website.

11.K. Committees or committee members shall not represent the MVCC Board in any matter. The sole representative of the MVCC Board of Directors is its Chair, who shall represent only policy that has been approved by majority vote of the full Board.

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## 12. Tent Policy

12.A. The purpose of the MVCC Tents at the Mar Vista Farmers' Market or other venues is to conduct community outreach by:

12.A.i. Disseminating - to stakeholders - information about the Council's mission, meetings, activities, and current issues.

12.A.ii. Interacting with, and receiving feedback from, stakeholders

12.A.iii. Providing a venue for the community's public officials and service organizations to perform community outreach

12.B. The following are General Rules and Standards for Tent Policy:

12.B.i. Stakeholders representing the Council at a tent shall conduct themselves at all times as a professional representative of the Council and in accordance with all Council policies.

12.B.ii. A tent guest host or presenter shall not, in any way, represent him/herself to the public or to any public official as conveying or representing a Council policy or directive.

12.B.iii. When addressing topics that would generally be considered controversial within the MVCC community, both pro and con views must be presented. The Council Chair - or designee - is the arbiter of whether a topic is controversial.

12.C The following govern Political Activity at the Tents

12.C.i. Candidates for public office and their surrogates shall not campaign in or near the tents. This prohibition includes candidates for the Council.

12.C.ii. Advocacy for a public policy position, including but not limited to solicitation of signatures on a petition, is not permitted in or near the tents unless the position can reasonably be linked to a policy or mission approved by the Council. The Council Chair, or designee, is the arbiter of whether such linkage exists.

12.D The following govern Commercial Activity at the Tents

12.D.i. Displays and media at a tent must conform to the Council's policies regarding such media.

12.D.ii. A tent guest host or presenter shall not conduct sales or other commercial activity at a tent. They may collect contact information from people stopping by for later follow-up.