



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
Community Outreach Committee
Tuesday, July 19th, 2016, 5:30PM
Mar Vista Public Library
Public Meeting Room
12006 Venice Blvd, Los Angeles, CA 90066
DRAFT MINUTES

1. Call to Order 5:30pm by Sarah Auerswald, Chair
2. Introductions and Public Comments In attendance: Sarah Auerswald, Committee Chair, Marty Rubin, Rob Kadota, Nanette Pastor-Hanna, Ethel Oderberg, Robin Doyno, Paola Cervantes, Michael Millman, Sherri Akers, Alyssa Gasca and Elda Nunez Gasca. Venice High Alumni Association reps attended and brought up their Grease screening event, noting that they received support from Del Rey Council in the amount of \$1500, and that they were looking for support from MVCC. Suggested they contact the Councilman's office as well to ask for support.
3. June minutes approved Motion to approve by Sherri Akers, Seconded by Rob Kadota. **Approved with 1 abstention.**
4. New business
 - a) Funding request: Westdale Homeowners' Association Annual Picnic October 9th

- Whereas MVCC wants to offer support to local resident associations to help them gather for their annual events, and Whereas the Westdale Homeowners' Association has their Picnic on October 9th, and Whereas the MVCC leadership can attend and use the occasion as a chance to do Outreach for the MVCC, Therefore, be it resolved, that the MVCC will pay \$300 to the Westdale Homeowners' Association Picnic.
Motion to approve by Sarah Auerswald, Seconded by Marty Rubin. Discussion: Procedure is under review; DONE may have suggested there is a new way to do the paperwork for Block Party requests and that matter will be taken up by the Ex/Fin committee. Discussion was had about the ROI of each Block Party event for the MVCC as Outreach. Determined that it can be a great opportunity but must be staffed by MVCC BOD members if possible. Table is option. Money would be used for hot dogs and paper goods at Smart & Final, traditionally. **Motion Approved unanimously.**
 - b) Funding request: North Westdale Neighborhood Association Annual Block Party and Talent Show September 10th

- Whereas MVCC wants to offer support to local resident associations to help them gather for their annual events, and Whereas the North Westdale Neighborhood Association has their Block Party and Talent Show on September 10th, and Whereas the MVCC leadership can attend and use the occasion as a chance to do Outreach for the MVCC, Therefore, be it resolved, that the MVCC will pay \$300 to the North Westdale Neighborhood Association Block Party & Talent Show.
Motion to approve by Marty Rubin, Seconded by Sherri Akers. Brief Discussion of the event, with similar procedure notes as above. **Motion Approved unanimously.**
 - c) Funding request: Mar Vista Art Walk

- Whereas the quarterly MV Art Walk is a signature event of the community now, and Whereas it attracts many people, both those who are new to the area and locals, and Whereas it presents a wonderful opportunity for the MVCC to do marketing and outreach at the event, Therefore, be it resolved that the MVCC should support the next 4 quarterly events with printing costs at \$300 each for a total of \$1200 over the 2016-2017 fiscal year.

Motion to approve by Sarah Auerswald, Seconded by Paola Cervantes. Discussion of the merits as a signature community event, seen to build recognition for Mar Vista and enhance neighborhood character. Concern expressed about finding room in the overall budget for this increased amount and it was decided to send it to Ex/Fin to figure out the budget. **Motion Approved unanimously.**

d) Funding Motion to pay Mar Vista Farmers Market for MVCC Outreach Booth Rental

- Whereas the Mar Vista Farmers' Market is a weekly community gathering event, and Whereas it attracts many people, both those who are new to the area and locals, and Whereas it presents an ongoing opportunity for the MVCC to do marketing and outreach, Therefore, be it resolved that the MVCC should pay the annual fee of \$1000 to the Market for the booth space.

Motion to approve by Sherri Akers, Seconded by Marty Rubin. Discussion was about the term of the rental – the chair will contact the market to find out when the fee has traditionally been paid, and whether the term is a calendar year or fiscal year. Discussion included acknowledgement that the fee is a small portion of what the actual cost would be for booth rental at the market, and that storage, set up and tear down is valuable to have, as opposed to setting it up ourselves, as was done in the first years of the market. Discussion also resulted in the following amendment to the motion to read “Therefore, be it resolved that the MVCC should pay the annual fee of \$1000 to the Market for the storage of materials, set up, tear down and two booth spaces.” **Motion Approved unanimously.**

e) Funding Motion to purchase new MVCC Tablecloths

- Whereas the Mar Vista Farmers' Market Booth Tables need tablecloths with our logo on them, and Whereas the Monthly Board meeting also requires tablecloths with our logo on them, and Whereas the current tablecloths are 7 years old and showing their age, Therefore, be it resolved that the MVCC will buy new tablecloths for both events, three Blue and one Green, for an amount not to exceed \$600.

Motion to approve by Marty Rubin, Seconded by Sherri Akers. Discussion of the age of the current cloths: 14 years old! And whether 4 tablecloths and additional artwork can be done within the \$600 budget. Research will be done. **Motion Approved unanimously.**

f) Possible Funding motion for Mar Vista Farmers Market Outreach Tent – equipment, supply and printing needs to improve MVCC visibility. Should we have an iPad that directors use to capture and share stakeholders concerns, log issues or submit 311 requests while at the market. Motion by Rob Kadota to spend up to \$300 for seed money to determine Outreach Materials for the Outreach tent, Seconded by Sherri Akers. Discussion of possible ideas for materials, including brochure rack, and specifics will be brought by Rob. **Motion Approved unanimously.**

g) Possible Funding motion for printing and mailing of outreach materials, signs and laminated posters to place in multi-unit residences (condos and apartment buildings)

Motion by Rob Kadota to create Ad Hoc Committee of the Outreach Committee to reach residents of Multi-unit Dwellings. Seconded by Sarah Auerswald. Discussion included those willing to participate: Michael Millman, Rob Kadota, Sarah Auerswald, and Paola Cervantes.

h) Website redesign

- working from approved list of vendors, asking for information
- list from 2015 BOD Retreat
- get up-to-date list of needs

Discussion included that Sarah Auerswald has reached out to the six approved vendors on the City list, and 4 have

replied. She had conversations with the 4 about how they work with NCs and whether they had designed any NC websites before. There are a couple vendors that have a system in place – a template, if you will – for NCs and can do the work for a reasonable price relative to our overall budget. They all also offer maintenance packages, which, if reasonable in price, we discussed as a good idea. It was decided that a Task Force was needed by those who use the website most, to evaluate the 4 vendors in depth and present a report to Ex/Fin. It was also requested to ask the vendors to look at our current site to see about fixing and updating vs. starting over. Sarah will ask for costs and procedures for that.

Meeting was adjourned at 7:10pm

NOT DISCUSSED:

i) Farmers Market Tent Outreach

- goal is to maximize the space
- need all Board Members to sign up (calendar outline in Google Doc)
- Have more materials on hand – newsletters from all NAs
- ideas?
Focus Outreach on Apartment Dwellers, Seniors & Youth, Spanish-Speaking Community
- strategies
- Apartment owner/managers outreach

j) Mar Vista Celebrates 90 years 2017 – opportunity

k) Fall Festival

- goal is to maximize our Outreach effort during the event
- have committees present, get email sign-ups
- ideas?

l) Increase Zone Engagement

- Review vote by zone and discuss avenues to get more
- Ask each of the Zone directors to attend & share ideas
- eBlasts by Zone?
- coffee meetings?
- Zone reps?

5. Old Business - update

Motion to schedule standing Outreach meeting every third Tuesday at 5:30 – tabled pending the appointment of PLUM Committee Board Member Co-Chair to see if they need the Tuesday night spot. Sarah will check with library to see if room is available for every third Monday at 5:30 or 6.

- On Line Voting proposal was referred to Election and Bylaws with a motion expected within 4 months.
- Treasury motion passed
- Outreach Budget motion was tabled to be reworked under the approved MVCC budget

6. Public Comment

7. Adjourn

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