



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL

Community Outreach Committee

Monday, September 19th, 2016, 6:30PM

Mar Vista Public Library

Public Meeting Room

12006 Venice Blvd, Los Angeles, CA 90066

DRAFT MINUTES

1. Called to Order at 6:39pm
2. Introductions and Public Comments None.

In Attendance: Rob Kadota, Sarah Auerswald, Joseph Galloway, Melissa Stoller, Latrice Williams

3. August minutes approved – motion to approve by Rob Kadota, seconded by Joseph Galloway. Motion approved by majority; with one abstention.
4. New Business

a) MVCC Website – Redesign Update

- Update on the process and questions to be answered. **Funding motion** for October BOD:

Whereas the website ad hoc committee has met and decided on The Web Corner for the redesigned MVCC website, and whereas the Board and the public has had a chance to review the new website plan presentation for one month, as required in the MVCC Standing Rules, therefore, be it resolved that the MVCC will hire The Web Corner to create a new website for MVCC and migrate over all the existing files for a fee of \$2000, plus an ongoing monthly maintenance fee of \$150/month once the new site is live.

Sarah Auerswald made the motion, Rob Kadota seconded. Discussion followed and the motion was amended to strike the line and passed unanimously.

b) Fall Newsletter

- discussion of progress, timeline and content

The committee discussed the design and layout of the Fall Newsletter. The Fall Festival will have content on the front page and some on the back. The MVCC will place content on the inside fold-out, two-page spread that's highly graphical and encourages Stakeholder to get involved; the intention is for it to be something to retain and use. Sarah will alert Laura that the layout may require more effort than initially anticipated. The Outreach Committee is the single point of contact for all content; the deadline for submitting content to Outreach is noon on Friday, September 23.

The committee feels using color is important to getting our message out. This requires an expenditure over the agreed upon amount. The committee will ask the Fall Festival committee to cover the overage.

c) Transition to Mailchimp

- discussion of progress and strategies

Discussed how to use the new system, and that we'll need to train committee members on how to use it at some point. Plus we need to figure out how to get the agendas to empower in the new system. Test emails will be sent to see how they perform.

d) Increase Zone Engagement

- discussion of ideas - voter totals by Zone, eBlasts by Zone, coffee meetings, etc.

Rob and Sarah will meet to discuss ideas to present to Zone Directors.

e) Farmers' Market Tent Guest Policy

- discussion of groups and organizations we feel are appropriate and how to manage

Non-profits have asked for outreach opportunities and we discussed that we'll take them on a case-by-case basis to decide which ones are appropriate. So far we have offered space to Chrysalis and WCIL, since they reached out first and the Chair approved them.

The Two outside groups that currently use the booth (MV Chamber and Fire Station 62) were discussed – and it was decided that although they are not 100% MVCC organizations, they can continue to use booth time.

Schools have reached out to use the MVCC Tent and the issue of fairness came up. It was decided that it wouldn't be fair to let one school have the booth and not all the rest, and since that's not possible given the time constraints, it was decided that schools will not get booth time right now. If EACC works with the schools to develop a fair, agreed-on plan, we'll reconsider letting the schools use the booth one day later next year.

Tabled for Next time:

f) Focus Outreach on Apartment Dwellers, Seniors & Youth, Spanish-Speaking Community

- discussion of ideas, strategies, Apartment owner/managers outreach

5. Old Business – update Report from the September BOD meeting

a) Fall Festival – passed

Support fro \$4000 passed + additional \$4000 funded for newsletter

b) Hilltop HNA Picnic – Funding Motion – passed

c) Facebook Ad campaign – Funding Motion- passed

d) Mailchimp Email Service – Funding Motion - passed

6. Public Comment **None.**

7. Adjourned at 7:45pm.

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