



Mar Vista Community Council



AGENDA

Outreach Committee

<http://www.marvista.org/outreach-committee.php>

Thursday, Jan 11th 2018, 6:30pm

Mar Vista Library (SW corner of Venice/Inglewood Blvd. intersection)
Community Room

1. **Introductions** ~ WELCOME!
2. **Minutes** – 10/12/17, 11/9/17, 11/16/17 minutes approval
3. **Public Comment**
4. **Old Business** - *None*
5. **New Business**
 - A. **Current Outreach strategy**
 - I. Farmer's Market
 - a. Tents, Featured groups
 - II. Communications
 - a. Website
 - b. Eblast
 - c. Newsletter
 - d. Social media (FB, NextDoor, Twitter)
 - III. Largesse
 - a. Promotional safety light
 - B. **Future Outreach strategies**
 - I. Education-liaison
 - a. Farmer's Market - identify lead (coordination, scheduling --Rob?)
 - i. Feature MVCC Committees, community groups, guests
 - ii. Maintain Committee actions binder/ipad (photos, agendas, motions)
 - iii. Electronic mailing list signups (ipad)
 - b. Community group partnerships for identifying engaged stakeholders
 - i. neighborhood associations
 - ii. neighborhood watches
 - iii. block captains
 - iv. advocacy groups
 - c. Monthly speaker series

- i. Topics from Committees
- II. Communications
 - a. Print
 - i. Newsletter (springtime)
 - ii. Brochures
 - iii. Binder of Committees' work
 - b. Electronics
 - i. Website
 - ii. Eblast
 - iii. Social media (FB, Twitter, NextDoor)
- III. Boost visibility
 - a. Promotional outreach
 - i. Brochures and dynamo to MV retail?
 - b. Speaker series
 - c. Email harvesting from past records
- C. **Revise mission statement**, suggestion:
"The Outreach Committee of Mar Vista's Community Council (MVCC) shall assist MVCC's purpose and the work of its standing and *ad hoc* Committees, by articulating and supporting MVCC's unique advocacy position within the community. Tasked with Education and Communications about MVCC, this committee will welcome, encourage and focus individual's talents and interests in community-wide, public service."
- 6. **Next year (immediate) Outreach goals**
 - A. Boost committee membership
 - B. Build email list
- 7. **Public Comment**
- 8. **Future Agenda items**
 - A. policy motion formalizing availability of MVCC outreach funds for neighborhood associations (MVCC zone directors).
- 9. **Adjourn (by 7:45pm)**

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