



Mar Vista Community Council



AGENDA

Outreach Committee

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

Thursday, Mar 8th 2018, 6:30pm

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

1. Introductions ~ WELCOME!

2. Minutes – 2/8/18 minutes approval

3. Public Comment

4. Old Business -

A. Events

I. Farmer's Market

a. Tents, Featured groups

- i. Scheduling; historical, plans moving forward
- ii. Identify coordinator of FM strategy
- iii. Encourage committees, neighborhood groups, guests for rotation; board members "office hours"
- iv. Maintain Committee Actions Binder
- v. Onsite signup with ipad.

II. Monthly speaker series/Town Hall

a. Logistics: solicit and assist committees

- i. Youtube channel
- b. Possible topics
 - i. Outreach!
 - ii. PLUM, SB827 discussion
 - iii. Great Streets, Lane reduction

III. Quarterly MV Art Walk

a. Outreach table; needs manning

IV. Fall festival

- a. Review insurance impediments
- b. Coordinate with Park manager, old committee

B. Communications

I. In-person

- a. Newsletter (springtime) – unlikely sufficient support, but discuss
 - i. Writers, graphics interest in the community?
- b. Committee Actions Binder (on display at FM; cf 5.A.I.a.iii above)
 - i. Contingent on signing up committee chairs
- c. Brochure, in-progress
 - i. General presentation of *What MVCC Can Do For You*
 - ii. Committees general meeting schedule and missions
- d. Update on IDing Community group partnership-reps
 - i. neighborhood associations, neighborhood watches, block captains, advocacy groups

II. Electronic

- a. Identify social media coordinator/assistance
- b. Website
 - i. Access still needed, revise photos
- c. Eblast (mailchimp)
 - i. Secretary’s purview but now to Outreach
- d. Social media (FB, NextDoor, Twitter)
 - i. ND: account secured
 - ii. Need Twitter, FB, youtube accts?
 - i. What was used for MVNA feed?
- e. Email list expansion/procedure via Mailchimp
 - i. Committees need this communicated (opt out letter needed)
 - ii. Liaison, allied groups (opt in letter needed)

5. New Business

A. Outreach strategy

- I. Ideas to reach new demographics, youngers, disenfranchised
- II.and to encourage support from BOD members

B. Visibility

- I. Outreach at Neighborhood Association events
 - a. **Policy Motion** to clarify procedure? (TBD)
 - b. **Spending Motion** from SoMar? ...for \$300? (TBD)
 - c. Other NA Outreach spending requests (TBD)
- II. Outreach at Liaison events
 - a. **Spending Motion** from Green Garden Committee: ~ *"MVCC approves the expenditure of up to \$1000 for Mar Vista Green Garden Showcase promotional banners, signs and flyers."*

- b. Other Liaison Outreach spending requests (TBD)
- III. Outreach at Farmer's Market
 - a. **Spending Motions** (Possible; TBD)
 - i. Plexiglass stands (e.g, \$3-\$30 ea plexiglass)
 - ii. Brochure for promo (printing ~ \$350-\$500 for #1000)
 - iii. Tent replacement (\$1000 formerly?)
 - iv. Other Farmer's Market Outreach spending requests (TBD)
- IV. Promotional swag
 - a. **Spending Motions** (Possible; TBD)
 - i. Seat cushions (flat, bigger logo, more comfortable per no folds: #120 @ \$1.67ea + \$50 = \$250.40) (folding, small logo: #120 @ \$1.67ea + \$40 = \$238.00 for folding)
 - ii. MVCC post-its (absolutely cool-looking: 3x5: #250@\$0.71=\$177.50, #500@\$0.35=\$175.00; 4x6: #500@\$1.15=\$575.00)
 - iii. trash bag holders (beach combing, harder plastic: #150@\$2.10+\$55=\$370.00; dog walking, soft cordura: #250@\$1.30+\$40=\$365.00)
 - iv. mug ??? (for speaker-appreciation: ~#72@\$2=\$144)
 - v. Other Promotional Outreach spending requests (e.g. notebooks?, different swag) (TBD)

6. Public Comment

7. Future Agenda items

8. Adjourn (by 7:45pm)

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