



Mar Vista Community Council



AGENDA

Outreach Committee

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

Monday, Mar 12th 2018, 5:00pm

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. **Revisit of funding measures from 3/8/18 meeting**
\$4718.40 total appropriations voted on 3/8/18 (\$1K FM tent replacements, \$1K Green Garden PR/printing costs, \$1.5K post-its, \$488.40 seat cushions, \$730 trash bags (safety campaign))
 - A. **Visibility boost**
 - I. Communications
 - a. **Spending Motions**
 - i. Brochure for promo tri-fold – **Motion ~ “appropriate up to \$500 for printing of #1000 trifold brochures”**.
 - ii. Plexiglass stands (e.g, \$3-\$30 ea plexiglass) – not needed unless updated otherwise
 - iii. Other Communications spending requests (TBD)
 - II. Promotional swag
 - a. **Spending Motions**
 - i. Trash Bags To Go (backpack or leash case) (2*\$365=\$730 appropriated but prices switched. \$730 will actually purchase #321 (if no tax?) – revisit choice, safety initiative context, color, quantity
(beach combing, harder plastic: #250@\$1.30+\$40=\$365; dog walking, **soft cordura: #150@\$2.10+\$55=\$370)
 - ii. Mug (for speaker-appreciation: ~#72@\$2=\$144) - this is the cheapest mug available; request permission to review options, **Motion ~ “appropriate up to \$300 for mugs”**.
 - iii. Lawn signs for **Tame Our Traffic** campaign.
Many sizes and sturdiness are available. Plastic is more durable, cardboard is cheaper and more sustainable.
(18x24 Plastic, 4@#100 = \$2440; **Cardboard, 6@#100 = \$2448)

Variety may be important to campaign viability; may be more important than longevity as signs disappear naturally, patience and functionality of campaign wanes.

- i. Suggestions: Drive Like {your KID, your MOM, your DAD, your DOG, your CAT, your PET, your TREES, _____, YOU, GRAMPS, GRAM} Lives Here; Drive Like OTHERS should; Drive Like You Want OTHERS To
- iv. TAP cards – update if available
- v. Other Promotional Outreach spending requests (e.g. notebooks?, different swag) (TBD)

III. Outreach at Neighborhood Association events

- a. **Spending Motion** from SoMar? ...for \$300? (TBD)
- b. Other NA Outreach spending requests (TBD)

B. Outreach strategy

- I. Ideas to reach new demographics, youngers, disenfranchised
- II.and to encourage support from BOD members
- III. Update on Social Media strategy

5. Public Comment

6. Future Agenda items

7. Adjourn (by 6:30pm)

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