

**CATEGORY: Funding**

**COMMITTEE: Outreach**

**PURPOSE: Geo-targeted Coding of Mar Vista Boundaries**

**BACKGROUND:**

If the MVCC were to mail a 6" x 11.5" double-sided color postcard to the ~24,000 "Current Residents" inside Mar Vista, it is estimated to cost ~\$12,700. This would include the postcards, printing, "Current Resident" mailing list, mail prep & delivery to post offices, postage, and sales tax.

However, to receive a mailing list that provides the information for an accurate cost, the Mar Vista Community Council boundaries need to be coded for a geo-targeted mailing list.

The estimate for this process is up to \$300.

During the January 25, 2021 Outreach meeting, Ms. Hruska made a motion to approve, Ms. Tilson seconded it, and it passed without objection.

**THE MOTION:**

The MVCC approves an expenditure not to exceed \$300 for geo-targeted coding the boundaries of the Mar Vista Community Council for possible mailing list.