

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: Establish Outreach through Neighborhood Associations

BACKGROUND:

Neighborhood Associations are an important part of our community. Their boundaries are smaller and designed for specific sections of Mar Vista. These smaller venues provide a good opportunity for outreach to stakeholders.

With a Vote-By-Mail Only election in June, Neighborhood Associations are a great way to let stakeholders know of the change.

Due to COVID-19, all Neighborhood Associations, except for Westdale, are not printing and distributing a newsletter. However, Westdale Homeowners Association printed and distributed one in the winter, and is doing it again in the Spring. They deliver to all homes in their area (~1,000) regardless of the household being a member or not.

It is our hope to make the cost uniform across all Neighborhood Associations and provide a guide for future Outreach Committees. These costs were calculated with the input from the City as to what is considered customary, the MVCC Treasurer's recommendation based on experience, MVCC Outreach's budget, and the potential engagement from the community.

MVCC Outreach would pay a Neighborhood Association up to \$150 for a one-half page ad in their newsletter.

During the January 25, 2021 Outreach Committee meeting, a motion was made by Ms. Hruska to approve an expenditure, not to exceed \$150, for a one-half page ad in the Westdale Homeowners Association's newsletter. It was seconded by Ms. Tilson, and passed without objection.

THE MOTION:

The MVCC approves an expenditure, not to exceed \$150, for a one-half page ad in Westdale Homeowners Association's newsletter.



Your Voice, Your Vote

MVCC Election June 8, 2021

Candidate Application: 2/6 thru 3/23

Vote-By-Mail Only

Voter Application: 4/9 thru 6/1

**For More Information
Visit MarVista.org/election**

