

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: Print and distribute a MVCC Newsletter.

BACKGROUND:

Neighborhood Councils have an obligation and duty to provide outreach to stakeholders within the community. A printed newsletter is one of the best and most effective ways for the MVCC to accomplish this mandate.

The newsletter will include the meeting day/time/location (including Zoom) for every committee. Every committee Chair will be contacted to provide input. Once funding has been approved, the design will be created and submitted for approval at a later date.

From our By-Laws. Section 11: Community Outreach

The goals and objectives of the MVCC regarding Community Outreach are:

- A.** To develop a system of ongoing communication with Stakeholders regarding current and upcoming projects, issues and events;
- B.** to encourage Stakeholder participation in MVCC activities; and
- C.** to interact with other neighborhood councils on issues of mutual concern and participate in citywide neighborhood conventions.

Newsletters help accomplish this.

Standing Rules of the Mar Vista Community Council

2. Communications

2.2.2 Communications sent by the Chair, Secretary, or their designee, to inform MVCC stakeholders about news items, council meetings, or other community activities of general interest.

3. Expenditures

3.1.2. Outreach expenses intended to increase community awareness and engagement with MVCC, the City of Los Angeles, or any of its official entities.

REASONS MVCC NEEDS A NEWSLETTER:

- An MVCC newsletter is a cost-effective means for building relationships and maintaining regular contact with stakeholders. It would contain important news and updates that are happening within our community.
- Communities are built around shared interest and communication. Newsletters gives MVCC a chance to keep the community in the loop about what is happening within the Mar Vista community.

- You may think that E-mailing is a more cost effective approach, and Outreach will have the newsletter available on our site.

The difference is that a stakeholder has to go to the site to view the newsletter. You may argue that we can email a stakeholder a link. And that is great for some. But there is still that step involved where there is a call to action. A delivered newsletter to a doorstep is a convenience for those who aren't interested in MVCC YET...and for those who may not be compelled to take the extra time and steps to seek out the newsletter online. AND, we have many stakeholders that are not so inclined or comfortable to use the web.

And, as we all know, emails are easy to ignore.

Keep in mind we would be using both tools for communicating. And with that combo, the choice of communication channel is up to the stakeholder. But at least they have a choice.

**8,000 dollars, divided by 24,000 newsletters equals 33 CENTS per newsletter.
CHEAPER THAN SENDING A LETTER.**

THE MOTION:

The MVCC approves an expenditure, not to exceed \$8,000 for costs (e.g., designing, proofing, printing, revisions, distributing) related to a MVCC newsletter.