



Outreach Committee Report

Prepared for: The Mar Vista Community Council, Board of Directors

Prepared by: Kathryn Wheeler, Chair

September 10, 2019

OUTREACH COMMITTEE

MISSION STATEMENT

To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of the Mar Vista Community Council; including, but not limited to, increasing awareness of and participation in its functions, duties, and decisions.

OVERVIEW

This Committee, for all intense purposes, was newly formed on July 9, 2019, when, after the June election, the new chairs were named. This committee came with only a name. Its assets had been distributed among many who had worked hard to provide outreach to the stakeholders—heartfelt appreciation to each one of them!

It has taken nine weeks to assemble the media and other assets for Outreach; yet, some come with limitations. In fact, there are motions tonight that directly affect its assets and how it functions. These limitations, and the time needed to assemble the assets, have created frustration within the Committee and across the Board.

The Outreach Committee is unique as it is the only committee whose requirement includes the necessity of working with every other committee. How can Outreach “increase stakeholders awareness of and participation in its functions, duties, and decisions,” if Outreach, itself, doesn’t know what the other committees are doing? Therefore, Outreach must rely upon either the Chairs of each Committee to inform, education, and work with Outreach (in a timely and reasonable fashion) about its activities, or for Outreach, itself, to participate in every committee to gain the knowledge required to inform stakeholders.

As Chair, it is my belief that these limitations, impediments, and frustrations will be removed, given time. And, Outreach will have full access and understanding to provide every committee what it needs to increase awareness among stakeholders. Outreach is a service-oriented committee—not a subservient nor superior committee. It has equal status that is dedicated to

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utilizing all available assets, in their proper context, to work very hard to provide successful outreach to every committee.

This is a volunteer organization regulated by Bylaws, Standing Rules, and other City components, that must be followed. Given the speed by which Outreach has been able to acquire knowledge of its assets (it truly has been a treasure hunt), it is with full confidence that with time and the proper support, Outreach will have full access to its assets or have created “workarounds” (if possible) to provide a successful Outreach campaign for the MVCC.

It is with great appreciation for the patience and assistance that has been afforded to Outreach during this formative period.

AVAILABLE ASSETS

Informing Mar Vista stakeholders of the MVCC message is the fundamental purpose of Outreach; therefore, as with any good marketing company, its available assets need to be coordinated and function as one with the minor tailoring (e.g., size, timing, material) necessary to achieve the highest benefit from each asset.

Many of the assets are functioning on a less than par marketing field. As Outreach cannot make these changes, Outreach must wait for the MVCC Chair and/or the Board to approve such changes. It is the hope and belief that the requested changes will be made once the MVCC Chair has returned from vacation. Again, this is a volunteer organization and it is to be expected that one person cannot make all the needed, wanted, or necessary changes as quickly as one would wish. The current available assets are as follows:

Facebook

One of the last social media accounts for Outreach to have gained access, this Page is in the process of being “adopted” by someone in Outreach to create a “best practices” to post the

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myriad of events and activities from MVCC. Outreach does not have “Admin” privileges and is, therefore, limited in its abilities to create settings that would be best for MVCC.

Farmer’s Market Blue Tent*

As of this past Sunday, Outreach has booked the blue tent at the Farmer’s Market for every Sunday, except for the month that has five Sundays. On the fifth Sunday, it is hoped that a MVCC Committee will use the tent for promotion of their committee or project. The Farmer’s Market has agreed to provide “extra signage” on the Sundays MVCC uses the tent. It is a special chalkboard sign that provides directions, the committee’s name, and other desired information.

The current schedule (until further notice):

- 1st Sunday: Friends of Historic Fire Station 62
- 2nd Sunday: CERT
- 3rd Sunday: LADOT
- *4th Sunday (when there are 5): MVCC Committee - to be determined*
- Last Sunday (whether 4th or 5th): Mar Vista Chamber of Commerce

*NOTE: The Farmer’s Market has always considered the “Green” and “White” tents to be under their purview and authority as they have been “free.” Currently, MVCC has outstanding paperwork to be signed. Starting Sunday, September 15, 2019, the Mar Vista Container stored with the Farmer’s Market will only have blue tent items stored in it. The “Green” tent will have its own ‘green’ container for storage.

Instagram

This account came as a personal account and not a business account. Therefore, Instagram is not being fully utilized. It also came with 217 *followers* and MVCC *following* 89. Unfortunately, the 89 included those that fell outside the guidelines (e.g., commercial business); therefore, the *following* list was reduced to 15. No additional *followings* has been added by Outreach; however, current *followers* is at 219.

Changing to a business account will provide added benefits, such as “call-to-action” and analytics. This will assist in fully utilizing the benefits of Instagram. There is no cost to changing to a business account. However, Outreach does not have the authority to make this change.

MailChimp

Outreach is limited to only a weekly newsletter (i.e., *Weekly Roundup*) that reaches everyone who has subscribed. It can create the newsletter; however, it cannot send it. All content is monitored. Outreach also cannot send meeting reminders to those who have interest in Outreach. That has to be done through email. Another limitation that, hopefully, will change, given time. Even with these limitation, subscriptions are up.

It is hoped that the MVCC input for the *Weekly Roundup* continues to grow. It is a valuable resource that all committees and subcommittees should take advantage to get the word out about their meetings and activities. Friday evenings are considered the due date; although, there are two committees that meet on Saturday. A “blurb” the week before the meeting and a “synopsis” after the meeting places your committee/subcommittee in the newsletter twice every month. If you have a special event or meeting coming up, there is a spot for that as well which would provide additional mentions in the newsletters.

Just as subcommittee motions go through the committee for approval, input for the *Weekly Roundup* goes through committees for approval. Just send your input to your Committee Chair who can easily forward it to Outreach. There are 22 chairs/vice-chairs/co-chairs for the committees and subcommittees; yet, only 7 Committee Chairs—a much more reasonable and realistic number for the Outreach committee to be responsible for approval.

This system has been successfully implemented for the *Weekly Roundup* as well as other events where flyers, ads, artwork, and other outreach materials are needed. The most recent and successful flyer/ad/campaign creation was the Emergency Preparedness Subcommittee’s *Disaster Seminar & Workshop* under the Public Health and Safety Committee.

Next Door

NextDoor.com is part of the Department of Neighborhood Empowerment (DONE) and not to MVCC exclusively. Neighborhood Councils are given guidelines to follow. It is be used “infrequently” (i.e., “try to stay at once a month”), and for the “unusual” (e.g., special events exclusive to MVCC) and not items that are “regular,” (e.g., committee meetings).

Outreach has posted three times and will continue to follow DONE's guidelines:

- 1) Homeless Issues Meeting - due to:
 - Homelessness is a very big and contentious issue
 - Has high interest to NextDoor users
 - Homeless Committee had not had a meeting since April
 - To introduce the NextDoor users to the MVCC's *Weekly Roundup*
- 2) Pothole Blitz - due to:
 - A special event that happens infrequently
 - Has high interest to NextDoor users
- 3) Disaster Seminar & Workshop - due to:
 - A special event from the MVCC Emergency Preparedness Committee
 - Has high interest to NextDoor users

Twitter

Twitter is in the process of being “adopted” by Outreach member to create a “best practices” for posting the myriad of events and activities from MVCC. Twitter is a very limited social media account when it comes to organizations such as MVCC because Twitter is an up-to-the-minute social media account and MVCC is much slower in its “news.”

Like Instagram, MVCC was *following* many that did not fall within the guidelines. The original list of 46 was reduced to 15 *following*, no additional *followings* have been added. Hopefully, a successful Twitter campaign can be created.

Website

The Web Corner has been servicing MVCC and many other Neighborhood Councils for years. Their Dashboard creates the ability for many people to use the website without the concern of someone accidentally breaking the website. While this is an added convenience and (in theory) works well for a Neighborhood Council, it creates a belief that anyone with “higher” privileges can make every wanted change. While Outreach does have Admin privileges, it does not allow for any significant changes or additions—it is similar to the ability every Chair has with its web page except that Outreach can do it for every committee.

No substantive changes can be made without opening a ticket with The Web Corner and The Web Corner doing the actual work. MVCC will be charged for “change tickets.” Therefore, only the MVCC Chair may open a ticket for changes. An estimate for a cost is created, then the Executive and Finance Board has to vote on its approval and then the full Board of Directors.

It is the hope that in the coming weeks, Outreach will receive input from stakeholders, the Board, and Committee Chairs as to the changes they would like to see on MarVista.org. Once input is provided, the Outreach Committee looks forward to creating options to achieve the desired results.

MOTIONS

Motions are how the MVCC determines how the money is spent, what MVCC will or will not do, and “keeps the doors open”. There are three basic motions: Funding, Policy, and Administrative. Each motion must be agendized correctly, or it cannot move forward to the Board of Directors. If a motion falls under the Board of Directors’ *Consent Calendar*, it generally means that it is routine and has no need for discussion. All motions under the *Consent Calendar* are passed in one fell swoop. That is why you will see Board members “pull” a motion or motions from the *Consent Calendar* because they want discussion about the item. The other motions, that do not appear under the *Consent Calendar*, will have a “discussion” period. Any stakeholder may make a statement regarding the motion. It is generally limited to two minutes.

Once the public and the board have finished with their comments (aka “discussion”), the motion goes to a vote.

Each agenda item is numbered for easy reference. After the number, it is recognized within brackets as a Funding, Policy, or Administrative motion. The next set of brackets identifies the originator of the motion; whether a committee (by name), director (by last name), or stakeholder (simply “stakeholder”).

Many of the following motions became Director’s Motions (you will see the name Wheeler), even though discussed and approved by the committee. The reason is that they had not been appropriately agenda itemized for the Outreach Committee meeting. Directors’ Motions were the only solution for not delaying these actionable items another two months and many needed passage before that time.

It is hoped that training for writing motions will become a staple for the MVCC in an effort to assist new Board Members in not repeating the same “newbie” mistake.

MOTIONS - PASSED

12.11.[FUNDING][Wheeler] Support of NWNA Block Party - Approval of an appropriation not to exceed \$150 for booth/tent rental at the NWNA 6th Annual Block Party held on Saturday, September 21, 2019. And, an additional expenditure not to exceed \$150 to purchase ad space in its newsletter.

12.12.[FUNDING][Wheeler] Support of MVNA Shakeout Event - Approval of an expenditure not to exceed \$150 for booth/tent rental at the MVNA Shake-Out event to be held on Saturday, October 19, 2019. And, an additional expenditure not to exceed \$150 to purchase ad space in its newsletter.

12.13.[ADMINISTRATIVE][Wheeler] Revision to Name of Renters’ Subcommittee - Approval of a renaming the Renters’ Subcommittee to Renters’ Engagement Subcommittee (RES) for clarity of the subcommittee’s purpose and ease of use.

12.14.[FUNDING][Wheeler] Storage Unit Supplies - Approval of an appropriation not to exceed \$500 for storage items including shelving, containers, and other products necessary to organize and provide easy access to current and future MVCC materials and supplies.

12.15.[FUNDING][Wheeler] Mobile Outreach Supplies – Approval of an appropriation not to exceed \$500 for mobile outreach supplies (e.g. a banner, tablecloths, photo frames, clipboards, pens) necessary for travel to promote and generate interest in MVCC.

12.16.[FUNDING][Wheeler] Hospitality Items for Board of Directors’ Meetings – Approval of an appropriation not to exceed \$50 for hospitality items purchased and provided at Board of Directors’ meetings.

12.17.[FUNDING][Wheeler] Rental of a more accessible location for Equipment – Approval of an appropriation not to exceed \$150/month for storage space to hold the equipment and supplies necessary for the MVCC Board of Directors’ meetings, including labor costs for set-up and tear-down.

15.4.[ADMINISTRATIVE][Outreach] Approval of Outreach Committee Mission Statement – Discussion and possible action regarding the approval of Outreach Committee’s mission statement.

MOTIONS - NOT PASSED

12.10.[FUNDING][Shure/Wheeler] Outreach to Stakeholders Regarding Proposed Construction – Approval of an appropriation not to exceed \$1,000 for door hangers – including distribution costs - to inform stakeholders of proposed construction projects.

MOTIONS - WAITING FOR OUTCOME

12.10. [FUNDING][Outreach] – Booth Rental at North Westdale Homeowners’ Association Block Party – Approval of an appropriation in the amount of \$150.00 for booth rental at the annual North Westdale Homeowners’ Association Block Party.

12.11. [FUNDING][Outreach] – Booth Rental at Westdale Homeowners’ Association Block Party – Approval of an appropriation in the amount of \$150.00 for booth rental at the annual Westdale Homeowners’ Association Block Party.

12.12. [FUNDING][Outreach] – Advertising in Westdale Homeowners’ Newsletter – Approval of an appropriation in the amount of \$150.00 for advertising in the Westdale Homeowners’ Association newsletter.

15.5. [FUNDING][Outreach] Outreach to Stakeholders Regarding Proposed Construction – Approval of an

appropriation not to exceed \$1,000 for door hangers – including distribution costs - to inform stakeholders of proposed construction projects (note that PLUM passed a competing item not to exceed \$500).

PROJECTS

A brief outline of what the Outreach Committee has been doing and/or is in the process of completing. This list is not exhaustive.

Recreate the “Official” MVCC Logo

The file containing the “official” MVCC Logo has not been provided to Outreach; even though, every “lead” was followed to find it. As MVCC needs a logo (i.e., a larger size) for print material, a photograph was taken from an old election banner. The logo on the banner was approximately 18” x 18,” and with a high resolution camera, a photograph was able to provide the needed image to create a high resolution vector file. A 2400px X 2400px with 300dpi replica of the “official” MVCC Logo has been produced. This high quality file provides a clear and crisp image for printed material. It also has been the basis to provide a uniform presence among the social media accounts and website that had not been present.

Storage Unit

While the storage unit belongs to the entirety of the MVCC, Outreach has SWAG, Tents, and other “extras” needed for effective outreach. These items cannot be stored in someone’s home and should be itemized/cataloged as inventory. Currently, these items are in unmarked cardboard boxes without accessibility; therefore, a funding motion was passed to purchase the necessary containers to organize these materials. This is an ongoing process, and not a small task.

Neighborhood Associations - Booth Rental

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; especially, when they hold local events.

It is the hope that every Mar Vista Neighborhood Association would allow MVCC to rent a booth during these smaller events where effective face-to-face meeting and interaction can take place. To date, Outreach has acquired the following event booth rentals for the Mar Vista Neighborhood Association, North Westdale Neighborhood Association, and Westdale Homeowner's Association.

Neighborhood Associations - Newsletter Advertising

Another great avenue for outreach through Neighborhood Associations is by purchasing an ad in their Newsletters. It is our hope to create interest in these already active organizations and encourage their participation in MVCC. Currently, we have plans to purchase, or have already purchased ads in the newsletters from the Mar Vista Neighborhood Association, North Westdale Neighborhood Association, Westdale Homeowner's Association, and Hilltop Neighbors Association.

MOVING FORWARD

It is exciting that the MVCC sponsors so many events or creates their own events. It is an honor when a committee or organization provides the opportunity for input. The issue with MVCC receiving adequate credit is the time needed, in advance, to actually provide Board approval for the use of the MVCC Logo. In an effort to mitigate this time constraint, Outreach is working to create "boilerplate ads," "committee campaigns," social media "best practices" as well as other ideas (e.g., Outreach eMail) for the current and future committee to work efficiently and effectively within the guidelines it must follow. This is still in its infancy; however, the future is looking bright for these and other ideas. It is important that MVCC is able to respond to the community needs in a timely fashion.

CONCLUSION

It is our hope that this report provides the needed insight to this relatively "new" committee. Please, feel free to contact the Outreach Chair (Kathryn.Wheeler@MarVista.org).