



## Outreach Committee Report

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

Prepared by: Kathryn Wheeler, Chair

December 1, 2020

Note: On March 13, 2020, the MVCC received official notice to stop operations. Through the leadership of the MVCC Chair, Elliot Hanna, the MVCC was the first Neighborhood Council to hold remote meetings, it was the [April 14, 2020, Board of Directors' meeting](#).

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## 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

There has been no major change since the last report (i.e., September 24, 2020). The Safer L.A. order is still in effect with no timeline as to its end. In June of 2021, the MVCC will hold its election and the Department of Neighborhood Empowerment (DONE) has approved a Vote-By-Mail only election. It should also be noted that DONE has down-sized to a skeleton staff with more cuts on the horizon.

The challenges ahead involve situations (e.g., COVID, ~25% budget cuts, Vote-By-Mail only election) which have never existed. Out-of-the-box thinking will be needed as well as relying on tried and true outreach (e.g., print media) to ensure that the community remains engaged with the MVCC. Of course, this will entail experimenting, which always comes with some failure. However, with the support of Stakeholders and the Board, we will learn from our mistakes. All of us can consider this a time of great enterprise—each of us can look forward to the upcoming year.

## AVAILABLE ASSETS

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

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Due to the confines of being a City organization, many of the assets must continue to function on a sub par marketing level. Yet, Outreach continues to make strides in compensating for such City restrictions.

DONE is in the process of creating a Media Policy that will affect all Neighborhood Councils. The final version should be released by the next Outreach Report.

### **Facebook**

Status unchanged since September 24, 2020 Report.

### **Farmers' Market Blue Tent**

Status unchanged since September 24, 2020 Report.

### **Gmail**

Status unchanged since September 24, 2020 Report.

### **Instagram**

Status unchanged since September 24, 2020 Report.

### **MailChimp**

Status unchanged since September 24, 2020 Report.

### **– Weekly Roundup**

Status unchanged since September 24, 2020 Report.

### **Next Door**

Status unchanged since September 24, 2020 Report.

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### SurveyMonkey

SurveyMonkey has been an instrumental in providing a new form of communication with the community. After its initial use for the Outreach Community Plan Survey, September 8, 2020, it has been utilized as a feedback form for the Downtown Mar Vista Beautification Project and for a Volunteer Sign Up form.

### Twitter

Status unchanged since September 24, 2020 Report.

### Website

Status unchanged since September 24, 2020 Report.

### Zoom

Status unchanged since September 24, 2020 Report."

## 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 and is from the time period between reports.

### Advertising

#### - BOILERPLATE ADS

Status unchanged since September 24, 2020 Report..

#### - BUS BENCHES

Status unchanged since September 24, 2020 Report.

#### - DOOR HANGERS

Status unchanged since September 24, 2020 Report.

#### - MVCC SEAL/LOGO

Status unchanged since September 24, 2020 Report.

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### **– NEIGHBORHOOD ASSOCIATIONS - NEWSLETTER ADVERTISING**

Status unchanged since September 24, 2020 Report.

### **Outreach Community Plan Survey**

Status unchanged since September 24, 2020 Report.

### **Event Mobility Cart**

Status unchanged since September 24, 2020 Report.

### **MVCC Newsletter**

Status unchanged since September 24, 2020 Report.

### **Outreach eMail**

Status unchanged since September 24, 2020 Report.

### **Outreach Table at the Board of Directors' Meetings**

Status unchanged since September 24, 2020 Report.

### **Remote Meetings**

Status unchanged since September 24, 2020 Report.

### **Storage Unit**

Status unchanged since September 24, 2020 Report.

## MOVING FORWARD

In the September report, it was noted that:

Not having a Fall newsletter is a tragic blow to Mar Vista Stakeholders. The history of substantive MVCC newsletters is abysmal: Fall 2018, Winter 2020, and now Fall 2021. This schedule provides outreach to the majority of Stakeholders every year and a half—

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or 18 months. And with this schedule, Committee Chairs complain and wonder why there is not more Stakeholder involvement?

An 18-month outreach schedule should serve as a Scarlet Letter on the MVCC for Stakeholders to remember.

Considering the major change in the 2021 MVCC Election next June, it is hoped that the Board will approve funding for an *Election Informational Outreach* newsletter slated for distribution in January 2021. A Fall 2020 newsletter would have provided four additional months to prepare and inform the community of the Vote-By-Mail only election; however, Outreach will do its best to reach as many Stakeholders as possible in the remaining months.

## CONCLUSION

The final seven months of this term will provide an interesting period for the MVCC and the Outreach Committee. The election, of course, will consume the majority of its time and attention while current projects are completed. It is hoped that all stakeholders are reached and the June election is a success.

Please, feel free to contact the current Outreach Chair ([Kathryn.Wheeler@MarVista.org](mailto:Kathryn.Wheeler@MarVista.org)) with ideas and suggestions. All are welcome and every idea is great for, at least, 15 minutes! If longer than that—we have a call to action! Come join us every third Thursday at 6:30pm. For more information and meeting links, visit [MarVista.org/remote](https://MarVista.org/remote). If you would like to volunteer, please visit: [MarVista.org/volunteer](https://MarVista.org/volunteer).

Thank you! Stay safe and well in this unique time.