

## **ELECTIONS AND BYLAWS COMMITTEE-2019-PROPOSED BYLAWS CHANGES**

Submissions for proposed bylaws changes should be sent to the Chair in writing with ample time to review and place on the agenda - one week or more.

### **CURRENT LANGUAGE:**

#### **Article VI**

#### **OFFICERS**

#### **Section 1: Officers of the Board**

The officers shall be Chairperson (Chair), First Vice Chairperson (First Vice Chair), Second Vice Chairperson (Second Vice Chair), Secretary, and Treasurer.

#### **Section 2: Duties and Powers**

The duties of these officers are as follows:

- A. See Bylaws for Current Language**
- B. See Bylaws for Current Language**
- C. Second Vice Chairperson:** The Second Vice Chairperson (Second Vice Chair) shall discharge the duties of the Chair in the absence or disability of the Chair and First Vice Chair or as requested by the Chair or Board.
- D. See Bylaws for Current Language**
- E. See Bylaws for Current Language**

### **PROPOSED LANGUAGE:**

#### **Article VI**

#### **OFFICERS**

#### **Section 1: Officers of the Board**

The officers shall be Chairperson (Chair), First Vice Chairperson (First Vice Chair), Stakeholder Chairperson (Stakeholder Chair), Secretary, and Treasurer.

#### **Section 2: Duties and Powers**

The duties of these officers are as follows:

- A. No Change**
- B. No Change**
- C. Stakeholder Chairperson:** The Stakeholder Chairperson (Stakeholder Chair) shall be a conduit between stakeholders and the MVCC providing direction, coordination, and consultation for all stakeholder functions within the MVCC. Work proactively with MVCC Committees and the MVCC Board to provide stakeholders accurate information, assistance, and conflict resolution before beginning the grievance process. Develop, promote, and maintain a wide range of stakeholder opportunities within the MVCC.

- D. No Change
- E. No Change

## RATIONALE:

The Stakeholder Chair would be a duly elected Director (i.e., Community Director, Zone Director, or At-large Director). “Stakeholder Chair” is a title. The title represents the scope of duties for this Officer position. If passed, this would not take effect until the next term. This position is being created through an even exchange of Officers, not adding one. Doing it this way preserves the required odd-number for the Executive & Finance Committee.

Many Neighborhood Councils (NC) have Executive Officer titles outside of the usual Chair, President, Vices, Secretary, and Treasurer. Going through the EmpowerLA’s NC list (alphabetically, and stopping at the letter “G”), the following titles were found for Executive Officers:

- Board Representative
- Chief Information Officer
- Communications
- Executive Committee Member
- Land Use Officer
- Outreach Chair
- Outreach & Communications Officer
- Parliamentarian

Stakeholders have needed more than what the current Board, Officer, and Committee duties (including Outreach) provides. Too often stakeholders are left floundering through the unwelcoming maze that is City government. NCs were designed to mitigate this; yet, have themselves, become somewhat of a maze (just on a smaller scale). Securing an Officer whose title and job is solely designed for stakeholders would provide a needed avenue. It would remove the impersonal complexity. In other words, the MVCC becomes more “user friendly” by providing a “customer service” representative.

While all Directors are responsible for meeting the needs of stakeholders, the main function is to communicate those needs to the City on behalf of the stakeholder, and not within the MVCC. And, let’s be honest—many people are gifted at working with the City (e.g., politics, paperwork), but many are not comfortable with dealing with frustrated, injured, confused, or questioning stakeholders. Or, the Directors simply do not have the time, due to the demands of their primary MVCC position.

When stakeholders visit the website to contact the MVCC regarding an issue, which Director or Committee Chair do they contact? If it is a Homeless Issue, that is easily identifiable. However, if the MVCC names/titles don’t match the concern, what does the Stakeholder do?

When you have a question, concern, or complaint with a company, do you contact the CEO first? No. You start with a customer service representative whose job it is to get your issue resolved as quickly as possible. And, if the CEO is warranted, this person will contact him/her for you. You simply wait for the customer service representative to contact you with your answer/resolution. Make sense?

Additionally, the MVCC has no “personal” or “friendly” avenue for conflict resolution. One must persuade a Board member to intervene, file a grievance complaint, or contact the Department of Neighborhood Empowerment. None of these are real solutions, and the impersonal process leads stakeholders to disengage. We all become frustrated with impersonal service, don’t we? Example: Press 1 for...; Press 2 for...; Press 3 for....

All well-functioning organizations have an easily available customer service representative that works with the customer and the organization to provide a resolution that satisfies both. This type of structure leads customers (i.e., stakeholders) to continue with the company (i.e., MVCC).

The Stakeholder Chair would also be available to Directors and Committee Chairs when a stakeholder has become an issue. This position would not be a one-way street. The position is designed to be a conduit between stakeholders and the MVCC. The end goal is to close the visible gap within the MVCC functions and duties.

As Outreach Chair, the above scenarios are not within Outreach’s purview (nor should be). This is an “Inreach” issue. Once Outreach has brought people into the MVCC, who ensures they stay? There needs to be an easily accessible person that will work to provide answers and create resolutions between stakeholders and the MVCC. This person would assist stakeholders in remaining engaged. Think of it this way, Outreach is the Marketing Department and the Stakeholder Chair is the Customer Service Department—both are needed to have a fully functioning and well-run organization.

Thank you for considering this idea. Hope it begins a friendly conversation towards filling a need.

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SUBMITTED BY     Kathryn Wheeler, Outreach Chair     DATE     12/6/19    

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