



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL

Community Outreach Committee

Tuesday, June 21st, 2016, 5:30 to 6:30 PM

Mar Vista Public Library

Public Meeting Room

12006 Venice Blvd, Los Angeles, CA 90066

Draft Minutes

Attendees – Rob Kadota, Sarah Auerswald, Melissa Stoller, Sherri Akers, Robin Doyno, Michael Millman, Greg Castelnuovo-Tedesco

1. Called to Order 5:36
2. Introductions and Public Comments
3. March minutes approved – 4 ayes (Sarah, Sherri, Robin, Melissa) 1 abstention (Rob)
4. Old Business
 - Motion for MVNA for Support of Block Party – approved by board and delivered to MVNA
 - Recap of election spending – Board approved \$10,000. Actual spent \$6,665.95. Discussion about email follow up to voters – Rob will review the form where they provided email address to make sure that consent was implied.
5. New Business
 - Motion to schedule standing Outreach meeting every third Tuesday at 5:30 – tabled pending the appointment of PLUM Committee Board Member Co-Chair to see if they need the Tuesday night spot. Sarah will check with library to see if room is available for every third Monday at 5:30 or 6.
 - **Motion re Proposed Outreach budget – Whereas in 1999, the Los Angeles City Charter established the Neighborhood Council System and the Department of Neighborhood Empowerment “to promote more citizen participation in government and make government more responsive to local needs...” (Charter Section 900);The Mar Vista Community Council recognizes that we must prioritize community outreach and approves the attached budget of \$20,400 to create a more effective website, a Facebook ad campaign, continued use of printed newsletter, continued support of neighborhood block parties, creation of zone specific and multi-unit residential outreach tools, adoption of electronic email service, banners and flyers to promote MVCC events, supplies for in-person outreach events “coffee time with the board members” and printed material for committee and BOD meetings. (See slide below from Empower Budget Training - audio states: "keep in mind that the NC is not a foundation for granting public funds".)**

Discussion – 2017 will be Mar Vista 90th Anniversary, need to recognize. Make sure each Zone Director has a couple hundred dollars for connecting with community members in their zone. Michael Millman advised that LA Housing can give us a list of apartment owners and we can do outreach to them for them to do outreach to tenants – will give info to Sarah for follow up. Newsletters which get looked at once and then discarded, don't

reach most apartments or condos. Consider EDDM postcard mailing that reaches everyone and a trifold with community resource info or something to post on the frig – something that is a useful keeper. Working on light pole banners with CD11 – promote MVCC plus Great Streets, ArtWalk, Chamber. Move meeting printing expenses to operations. Add monthly retainer for web site maintenance. Add \$600 to promote Eco Car Expo. Add \$1,000 for community give aways - have previously done reusable bags, cups, pins.

Friendly amendment to modify budget as above. Motion approved – 5 ayes (Sarah, Rob, Robin, Sherri, Melissa) 1 abstention (Greg).

Annual Budget (cont.)

Recommended Budget Breakdown

Budget Category	Recommended %
100 Operations	~15%
200 Outreach	~40%
300 Community Imprv Prjct	~20%
400 N. P. G.	~15%
500 Elections	~10%
	100%

200 Outreach

ADV	Advertising	
	<i>Banners, signs & biz cards</i>	3,000
	<i>Facebook Ads (\$100/month)</i>	1,200
	<i>Community give aways (ex:bags, cups etc)</i>	1,000
EVE	Event Expense / Food & Refreshments	
	<i>NA Block Parties (\$300 X 7)</i>	2,100
	<i>Coffee Time events within each Zone (\$100/month)</i>	1,200
	<i>Eco Car Expo</i>	600
MEE	Meeting Expense - moved to operations	
	<i>photocopies (agendas, minutes, etc.)</i>	
NEW	Newsletter Expense	
	<i>2 newsletters (\$4k each)</i>	
	<i>(Printing, design & distro)</i>	8,800
	<i>New email service (like constant contact) Annual</i>	1,500
WEB	Website Maintenance/Enhancement/Creation	
	<i>New website design</i>	5,000
	<i>Monthly retainer for maintenance - TBD</i>	
	Sub Total	\$ 24,400

- **Motion to implement On Line Voting in MVCC – Whereas 40% of the LA Neighborhood Councils have already implemented on line voting; Whereas the 2016 election provided will have provided the opportunity for Empower to identify and improve any procedural problems; Whereas many stakeholder felt they were denied an opportunity to vote due to the narrow four hour window and in person requirement; The Mar Vista Community Council hereby moves to adopt the Empower system of On Line Voting starting with the 2018 election.**

Motion passed – 4 ayes (Sarah, Melissa, Sherri, Robin) 1 abstention (Rob). Refer to Election and Bylaws Committee to consider as joint motion to present to the BOD.

- Discussion about campaign to engage renters in multi-unit residential - Sec. 900 of LA City Charter - Neighborhood councils shall include representatives of the many diverse interests in communities and shall have an advisory role on issues of concern to the neighborhood.
Discuss when reviewing the budget – see above
- Discussion and potential motion to create a post-election survey (Elliot) – tabled as Elliot was not able to attend
- Proposed motion (held over from January) - MVCC approves a motion amending the Treasurers report at MVCC Board of Directors meeting. Treasurer will provide
 - A current bank account statement that includes the account balance
 - A recap of pending approved expenses and the amount in ongoing operating expenses
 - Report on available funds currently available
 - Show that the account reconciles with what has been reported to DONE in the MER’s

Referred to Ex/Fin

6. Future agenda items

Develop “keeper’ outreach items – SWAG, community resource trifold

Mar Vista Celebrates – 90th Anniversary

Great Street Challenge Grant - \$25,000

7. Public Comment – Christopher – review carry over funds from Mar Vista 80th celebration

9. Adjourned 6:30

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