



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL

Community Outreach Committee

Tuesday, July 19th, 2016, 5:30PM

Mar Vista Public Library

Public Meeting Room

12006 Venice Blvd, Los Angeles, CA 90066

1. Call to Order
2. Introductions and Public Comments
3. June minutes approved
4. New business

a) Funding request: Westdale Homeowners' Association Annual Picnic October 9th

- Whereas MVCC wants to offer support to local resident associations to help them gather for their annual events, and Whereas the Westdale Homeowners' Association has their Picnic on October 9th, and Whereas the MVCC leadership can attend and use the occasion as a chance to do Outreach for the MVCC, Therefore, be it resolved, that the MVCC will pay \$300 to the Westdale Homeowners' Association Picnic.

b) Funding request: North Westdale Neighborhood Association Annual Block Party and Talent Show September 10th

- Whereas MVCC wants to offer support to local resident associations to help them gather for their annual events, and Whereas the North Westdale Neighborhood Association has their Block Party and Talent Show on September 10th, and Whereas the MVCC leadership can attend and use the occasion as a chance to do Outreach for the MVCC, Therefore, be it resolved, that the MVCC will pay \$300 to the North Westdale Neighborhood Association Block Party & Talent Show.

c) Funding request: Mar Vista Art Walk

- Whereas the quarterly MV Art Walk is a signature event of the community now, and Whereas it attracts many people, both those who are new to the area and locals, and Whereas it presents a wonderful opportunity for the MVCC to do marketing and outreach at the event, Therefore, be it resolved that the MVCC should support the next 4 quarterly events with printing costs at \$400 each for a total of \$1200 over the 2016-2017 fiscal year.

d) Funding Motion to pay Mar Vista Farmers Market for MVCC Outreach Booth Rental

- Whereas the Mar Vista Farmers' Market is a weekly community gathering event, and Whereas it attracts many people, both those who are new to the area and locals, and Whereas it presents an ongoing opportunity for the MVCC to do marketing and outreach, Therefore, be it resolved that the MVCC should pay the annual fee of \$1000 to the Market for the booth space.

e) Funding Motion to purchase new MVCC Tablecloths

- Whereas the Mar Vista Farmers' Market Booth Tables need tablecloths with our logo on them, and Whereas the Monthly Board meeting also requires tablecloths with our logo on them, and Whereas the current tablecloths are 7 years old and showing their age, Therefore, be it resolved that the MVCC will buy new tablecloths for both events, three Blue and one Green, for an amount not to exceed \$600.

f) Possible Funding motion for Mar Vista Farmers Market Outreach Tent – equipment, supply and printing needs to improve MVCC visibility. Should we have an iPad that directors use to capture and share stakeholders concerns, log issues or submit 311 requests while at the market.

g) Possible Funding motion for printing and mailing of outreach materials, signs and laminated posters to place in multi-unit residences (condos and apartment buildings)

h) Website redesign

- working from approved list of vendors, asking for information
- list from 2015 BOD Retreat
- get up-to-date list of needs

i) Farmers Market Tent Outreach

- goal is to maximize the space
- need all Board Members to sign up (calendar outline in Google Doc)
- Have more materials on hand – newsletters from all NAs
- ideas?
Focus Outreach on Apartment Dwellers, Seniors & Youth, Spanish-Speaking Community
- strategies
- Apartment owner/managers outreach

j) Mar Vista Celebrates 90 years 2017 – opportunity

k) Fall Festival

- goal is to maximize our Outreach effort during the event
- have committees present, get email sign-ups
- ideas?

l) Increase Zone Engagement

- Review vote by zone and discuss avenues to get more
- Ask each of the Zone directors to attend & share ideas
- eBlasts by Zone?
- coffee meetings?
- Zone reps?

5. Old Business - update

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.

- On Line Voting proposal was referred to Election and Bylaws with a motion expected within 4 months.
- Treasury motion passed
- Outreach Budget motion was tabled to be reworked under the approved MVCC budget

6. Public Comment

7. Adjourn

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* **RECONSIDERATION AND GRIEVANCE PROCESS** - *For information on MVCC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the MVCC Bylaws. The Bylaws are available at our Board meetings and our website, <http://www.marvista.org>.*