



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
Community Outreach Committee
Tuesday, August 16th, 2016, 5:30PM
Mar Vista Public Library
Public Meeting Room
12006 Venice Blvd, Los Angeles, CA 90066
DRAFT MINUTES

1. Call to Order

Meeting was called to order at 5:32pm.

2. Introductions and Public Comments

There were no public comments. In attendance: Sarah Auerswald, Chair, Sherri Akers, Rob Kadota, Michael Hanttula, Paola Cervantes, Joseph Galloway, and Joe Cuanan.

3. July minutes approved

Motion to approve by Sherri Akers, Seconded by Paola Cervantes. Motion carried unanimously.

4. New Business

a) MVCC Website – Redesign and/or fix

- Update on the information gathering process and establishment of the website Ad Hoc committee, details and working group parameters, with possible funding motion to follow

Discussion of the procedure the MVCC must follow to fix or create a new website, using vendors from the EmpowerLA-approved list, and presenting to the board for 30-day approval period. (See Standing Rules.) Chair has vetted the 6 approved vendors, only 4 of whom responded to requests for information. Of the 4, one has a system in place to create the new website and maintain it for a price the MVCC budget will bear, in the Chair's opinion. This vendor has created websites for 10 other NCs, and has maintained them for several years. For comparison, the Chair was asked to research prices on fixing the current website in the short term, and it was determined that the costs would outweigh the benefits, especially given that our current site is not mobile-friendly or responsive. The Website Ad Hoc committee will meet and create a proposal to submit to the Board for the next BOD meeting.

b) Fall Festival – Discussion & Funding Motion

- discussion of ways to maximize our Outreach effort during the event, like have committees present, get email sign-ups, etc.

Whereas the Mar Vista fall Festival is an annual event that benefits the whole community, and whereas the MVCC has supported the event in the past, Therefore, the MVCC will support the 2016 Fall Festival in the amount of \$4000.

Discussion of how the MVCC can partner with Fall Festival organizers for a more effective Outreach effort. Our support in this amount will gain us a sponsorship designation this year, and several ideas were discussed for how to engage the public at the Festival itself. The booth will be stocked with lots of information, from us and from the local NAs, and there is talk of launching the MVCC Youtube Channel and producing Facebook Live videos in order to build the social media following for the MVCC and sign people up for the email list.

Motion to approve by Sherri Akers, Seconded by Joseph Galloway. Motion carried unanimously.

c) Hilltop HNA Picnic – Funding Motion

Whereas the Hilltop HNA has their Picnic 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 Hilltop HNA Picnic.

Motion to approve by Rob Kadota, Seconded by Joseph Galloway. Motion carried unanimously.

d) Facebook Ad campaign – Funding Motion

Whereas Facebook is a useful tool to increase engagement and outreach, Therefore the MVCC will spend \$100 for ads in ~~August and September and October.~~

Motion to approve by Joseph Galloway, Seconded by Paola Cervantes. Discussion followed to clarify the goal of the ads, which is to grow the Facebook Fan base. Motion was amended to reflect September and October. Motion carried unanimously.

e) Mailchimp Email Service – Funding Motion

Whereas the email system in the current website is not working correctly, and it is therefore imperative to use a new system to email stakeholders, therefore the MVCC will spend \$50/month for Mailchimp subscription, beginning in ~~August–September.~~

Motion to approve by Joseph Galloway, Seconded by Sherri Akers. Discussion followed to clarify the costs of the service and the integration with the website. Although many NCs use Mailchimp to send their notifications, our practice has been to send them via our website. This is now a less-than-ideal practice, because of the spam email hacks generated each time an eBlast is sent, and because the new website may not have the same capabilities. Research will be done on how other NCs manage this. Motion was amended to reflect September. Motion carried unanimously.

f) Farmers Market Tent Outreach

- goal is to maximize the space and have more materials on hand – newsletters from all NAs, etc. + ideas for ways to spend the approved funds

Discussion of ideas for ways to engage the public at the MVCC Tent, including informational signage, plus a “voting with dots” sign series , like was done for the Great Streets project. More discussion will follow.

g) Informational Materials to display at BOD meetings

- discussion of what to have: explainers, meeting norms, and can include Civics 101 information like How to ask for a Stop Sign, How to get Permit Parking, etc...

Discussion of ideas for how to welcome people to the BOD meetings, especially those attending for the first time, and display norms, rules, agendas, etc. In lieu of printing new signs and then having to store them, the group discussed using our projector and screen to display the information. Eliminates the need for printing and storage, plus can be updated easily. Will demo the idea at September BOD. No cost for the demo, and if it seems like something the Board wants to continue, there may be a funding motion for a new screen.

h) Mar Vista Art Walk Outreach opportunity

- discussion of how to maximize our outreach at the event

Discussion of ideas for ways to engage the public at the MVCC Tent at the future Art Walks. For the September 1st event, the Outreach team will make use of donated headbands and encourage people to wear them and share them. Social media sharing will be encouraged and possibly the Facebook live videos mentioned for the Fall Festival as well. December’s walk theme is Light, so we are encouraging more ideas about ways we can use light in our outreach. As with all the Outreach we do, we will be offering email sign-ups for people and giving out information about the MVCC whenever possible.

Meeting was adjourned at 7:08pm.

ITEMS TABLED FOR NEXT TIME:

i) Increase Zone Engagement

- discussion of ideas - voter totals by Zone, eBlasts by Zone, coffee meetings, etc.

j) Focus Outreach on Apartment Dwellers, Seniors & Youth, Spanish-Speaking Community

- discussion of ideas, strategies, Apartment owner/managers outreach

k) Mar Vista Celebrates 90 years 2017 – opportunity

5. Old Business – update Report from the August BOD meeting

6. Public Comment

7. Adjourn

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