



# Mar Vista Community Council



## AGENDA

JOINT MEETING - Outreach Committee & Renters' Outreach Subcommittee

[MarVista.org](http://MarVista.org)

Thursday, August 22, 2019, 6:30pm

The Coffee Connection, Ramp Room

3838 S. Centinela Avenue | Mar Vista, CA 90066

### Outreach Committee

Kathryn Wheeler - Chair

Ashley Zeldin - First Vice-Chair

Adriana De La Cruz - Second Vice-Chair

### Renters' Outreach Subcommittee

Annie Bickerton - Co-Chair

Tyler LaFerriere - Co-Chair

**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.

**MISSION STATEMENT:**

*To be determined tonight or cannot go before the Board any earlier than October.*

**1. CALL TO ORDER**

**2. ROLL CALL (ATTENDANCE)**

**3. WELCOME AND INTRODUCTIONS**

**4. ANNOUNCEMENTS BY REPRESENTATIVES FROM THE CITY OR MVCC (15 MINUTES)**

4.1. Ethel Oderberg from the Westdale Homeowners Association (Zone 3)

4.2. Hilltop Neighbors Association Representative (boundaries include portions of Zones 3 & 4)

**5. READING AND APPROVAL OF MINUTES (5 MINUTES)**

Include into minutes for 8/1/19 under Reading and Approval of Minutes:

During correction of the minutes, using the word "mediums" in the Outreach Mission Statement lead to changes. Due to the changes, the Mission Statement could not go

before the next Board of Directors' meeting. Current Board Members suggested (and it was agreed upon) that the Outreach Mission Statement would become a Director's Motion to pass it without delay.

**6. REPORTS ON RECENT LEGISLATIVE OR MVCC BOARD ACTION - SEE MEETING PACKET FOR MORE DETAILS (30 MINUTES)**

Discussion of the motions that were passed at the previous MVCC BoD meeting with possible actions/motions for additional outreach to increase the awareness of and/or support from stakeholders. These actions may include; but are not limited to, flyers, mailers, attending events, Apps, and other avenues available to Outreach. The following items were on the Consent Calendar. The Consent Calendar is reserved for items deemed to be routine and non-controversial. Any board member may pull an item or items for further discussion.

6.1. Discussion of the following motions that were approved at the previous MVCC BoD meeting. No motions may be derived from these items at this meeting.

12.5. [FUNDING][ExFin] Neighborhood Purposes Grant for Friends of the Mar Vista Library - Approval of a Neighborhood Purposes Grant in the amount of \$1,500 for Friends of the Mar Vista Library for the purpose of supporting a one-day, lima-bean-themed arts-and- crafts festival.

12.6. [FUNDING][ExFin] Mar Vista Farmers' Market Rental Fee - Approval of an appropriation not to exceed \$1,200 for FY2019-2020 booth rental at the Mar Vista Farmers' Market.

12.7. [FUNDING][ExFin] E-mail Marketing Service Fee - Approval of an appropriation not to exceed \$360 for an e-mail marketing subscription for FY2019-2020.

12.8. [FUNDING][ExFin] Website Hosting Fee - Discussion and possible action regarding an appropriation not to exceed \$1,926 for website hosting services for FY2019-2020.

12.9. [FUNDING][T&I] Joint MVCC, Venice NC and Del Rey NC Town Hall Meeting re: Culver City Stormwater Project - Approval of an appropriation not to exceed \$500 for venue fees, outreach and refreshments for a T&I sponsored and jointly organized MVCC, Venice NC and Del Rey NC stakeholder town hall on the Culver City Stormwater Project in late September/ early October 2019.

12.11. [FUNDING][Wheeler] Support of Nwana Block Party - Approval of an appropriation not to exceed \$150 for booth/tent rental at the Nwana 6th Annual Block Party held on Saturday, September 21, 2019. And, an additional expenditure not to exceed \$150 to

purchase ad space in its newsletter.

12.12. [FUNDING][Wheeler] Support of MVNA Shakeout Event – Approval of an expenditure not to exceed \$150 for booth/tent rental at the MVNA Shake-Out event to be held on Saturday, October 19, 2019. And, an additional expenditure not to exceed \$150 to purchase ad space in its newsletter.

12.13. [ADMINISTRATIVE][Wheeler] Revision to Name of Renters’ Subcommittee – Approval of a renaming the Renters’ Subcommittee to Renters’ Engagement Subcommittee (RES) for clarity of the subcommittee’s purpose and ease of use.

12.14. [FUNDING][Wheeler] Storage Unit Supplies – Approval of an appropriation not to exceed \$500 for storage items including shelving, containers, and other products necessary to organize and provide easy access to current and future MVCC materials and supplies.

12.15. [FUNDING][Wheeler] Mobile Outreach Supplies – Approval of an appropriation not to exceed \$500 for mobile outreach supplies (e.g. a banner, tablecloths, photo frames, clipboards, pens) necessary for travel to promote and generate interest in MVCC.

12.16. [FUNDING][Wheeler] Hospitality Items for Board of Directors’ Meetings – Approval of an appropriation not to exceed \$50 for hospitality items purchased and provided at Board of Directors’ meetings.

12.17. [FUNDING][Wheeler] Rental of a more accessible location for Equipment – Approval of an appropriation not to exceed \$150/month for storage space to hold the equipment and supplies necessary for the MVCC Board of Directors’ meetings, including labor costs for set-up and tear-down.

6.2. Discussion of recent Board-approved motions. This discussion has been agendized for a possible motion for Outreach action and/or materials. The work needed to present a successful proposal for a motion will be distributed among committee members/chairs in hopes of providing more inclusion, transparency, and education of the process.

6.2.1. [MOTION] Approval by the Outreach Committee for an expenditure of up to \$1,000 for the designing, printing, and distributing materials to notify stakeholders of the motions/actions passed by the MVCC. These materials would provide needed outreach to stakeholders regarding the work of the MVCC to encourage participation and support.

15.1. [ADMINISTRATIVE][Elections & Bylaws] Updates and Revisions to MVCC Standing Rules and Policies – Discussion and possible action regarding updates and revisions to the MVCC standing rules and related policies.

15.2. [ADMINISTRATIVE][Elections & Bylaws] Election Workshop in CD11 – Discussion and possible action regarding a letter from the MVCC Board of Directors requesting that “Empower Los Angeles” schedule a workshop as soon as possible within Council District 11 in order that all the West Area Region Neighborhood Councils are afforded the same opportunity as the other Los Angeles Neighborhood Councils to provide candidate and stakeholder, in-person election feedback regarding the 2019 Neighborhood Council Elections.

15.3. [ADMINISTRATIVE][Stakeholder] Motion Regarding 6/22/2019 Community Plan Workshop – Discussion and possible action regarding a stakeholder motion for a letter to the Los Angeles Department of City Planning requesting that department representatives meet with the Community Plan Subcommittee.

15.5. [POLICY][Transportation & Infrastructure] Dockless Scooter and Bicycle Providers – Discussion and possible action regarding a joint Great Streets/T&I motion (based on a WRAC resolution model) regarding dockless mobility providers cooperating fully with law enforcement in the event of reckless and unlawful conduct by mobility product users.

15.6. [POLICY][Transportation and Infrastructure] Parking Demand Study – Discussion and possible action regarding a T&I motion requesting CD 11 to reconsider action on the parking demand study which was passed as an MVCC Policy on July 11, 2017.

15.7. [ADMINISTRATIVE][T&I] Culver City Stormwater Project – Discussion and possible action regarding a T&I motion requesting a letter to the City of Culver City, on behalf of the Board, asking that Project Manager Lee Torres in the Public Works Environmental Programs and Operations Division give a presentation about the Culver City Stormwater Project at the September 2019 Board of Directors meeting.

15.8. [POLICY][T&I] Rose Ave. Sidewalk Installation (Zone 6) – Discussion and possible action regarding a T&I motion asking the Board of the MVCC to state its support for the installation of a sidewalk on the South side of Rose Ave. between S. Centinela Ave and Colonial Ave in Zone 6.

15.9. [POLICY][PLUM] Support of a WRAC Motion Extending Protections Under L.A.M.C. 12.95.2(f)(6) – Discussion and possible action regarding a WRAC-passed motion requesting an extension of protections under L.A.M.C. 12.95.2(f)(6) to development/demolition permits for construction of new condominiums and construction of new apartments.

6.3. Discussion of the motions that were not passed at the previous MVCC BoD meeting with possible actions/motions to resubmit and obtain support for and passage of said motion at

the next BoD meeting. The work needed to present a successful proposal for a motion will be distributed among committee members/chairs in hopes of providing more inclusion, transparency, and education of the process.

6.3.1.[MOTION] Approval by the Outreach Committee for a resubmission, with any amendments, at the next Board of Directors' meeting for item 12.10 from the BoD Agenda on August 13, 2019.

12.10. [FUNDING][Shure/Wheeler] Outreach to Stakeholders Regarding Proposed Construction

- Approval of an appropriation not to exceed \$1,000 for door hangers - including distribution costs - to inform stakeholders of proposed construction projects.

## 7. REPORTS OF CHAIRS (10 MINUTES)

7.1. Tyler LaFerriere - None Submitted

7.2. Annie Bickerton - None within RES's purview submitted

7.3. Adriana De La Cruz

Events supported by MVCC to be placed on MVCC media.

Note: MVCC policy is to place supported events on media; however, funding (as well as artwork\*) has to be approved by Board of Directors beforehand.

7.4. Ashley Zeldin - None Submitted

7.5. Kathryn Wheeler

Due to the Homeless Encampment around the US Post Office, the Farmer's Market is making some changes that might affect the MVCC tents. No specific details were provided before the time of posting this agenda. Until further notice, no action is to be taken regarding the MVCC tents at the Farmer's Market.

Outreach has finally obtained access to all media accounts; yet, some with limited ability due to the nature of the MVCC being a government agency and how media accounts function—some don't "play" nice. :) In a recent email, the Outreach Chair requested from all Outreach Vice-Chairs/Co-Chairs to be prepared with their preferred social media choice for a discussion (including ideas) at this meeting. See item 8.2.3 below

Any use of the MVCC logo must go before the Board of Directors for approval. Every committee/subcommittee Chair and every vice-chair/co-chair within Outreach has been

provided copies of the official logo. Since ads will include the MVCC logo, the Chair suggests a creation of a series of ads, in a variety of sizes, that can be “pre-approved” by the Board for usage. Otherwise, it could be two months or more before Outreach could place ads. These designs will be created by committee/chair members and submitted 5-7 days before the next Outreach meeting to ensure they are agendized properly for possible motions for the October Board of Directors’ meeting. More information (e.g., specific sizes) will be emailed to those who show interest by emailing [Kathryn.Wheeler@MarVista.org](mailto:Kathryn.Wheeler@MarVista.org). Please, use subject title: Pre-approved Ad Submissions. See item 8.2.4 below

The first issue of the “Weekly Roundup” received all positive comments. And, it is the Chair’s hope that committee members/chairs volunteer to provide input to this weekly e-blast if committee/subcommittee representatives chose not to provide input. See item 8.2.5 below

## **8. STANDARD ORDER OF BUSINESS (45 MINUTES)**

### **8.1. UNFINISHED BUSINESS**

**8.1.1.[MOTION] Renters’ Engagement Subcommittee (RES) Mission Statement** - Discussion and possible motion. **Proposed Mission Statement:** To ensure awareness of the activities of the Mar Vista Community Council among Mar Vista’s renters and to maximize involvement of that group.

### **8.2. [CHAIR] NEW BUSINESS - DISCUSSION AND POSSIBLE ACTION/MOTION REGARDING**

#### **8.2.1. [FUNDING][Outreach] Support for the Westdale Homeowners Association**

The Outreach Committee approves an expenditure of up to \$150 for booth/tent rental at the Westdale Homeowners Association to be held on Sunday, September 22, 2019. And, an additional expenditure of up to an additional \$150 may be used to purchase ad space in their newsletter.

#### **8.2.2.[FUNDING][Outreach] Support for the Hilltop Neighbors Association**

The Outreach Committee approves an expenditure of up to \$150 for booth/tent rental at the Hilltop Neighbors Association to be held on Saturday, September 7, 2019. And, an additional expenditure of up to an additional \$150 may be used to purchase ad space in their newsletter.

**8.2.3.Shared responsibilities** - Each chair choose a social media account to be responsible for the research, design, scheduled, etc. The final determination will be based on the potential positive outcome for MVCC.

**8.2.4. Boiler Plate Ads** - Discussion regarding and resulting in volunteers who will design and submit ads for potential approval by the Board of Directors for future use. Ads submitted may be in varying sizes, designs, and verbiage. The only requirements are each must display the MVCC logo, media accounts, and verbiage in line with the mission of MVCC and Outreach. Additionally, it must be designed to promote MVCC and increase participation in and support of the MVCC. Volunteers will be emailed the varying sizes. Submissions need to be emailed to [Kathryn.Wheeler@MarVista.org](mailto:Kathryn.Wheeler@MarVista.org) before 5-7 days before the next Outreach Meeting (date still to be determined; each volunteer will be emailed as soon as date is known).

**8.2.5. Discussion and presentation of “Weekly Roundup”** - Discussion to conclude with volunteers to attend MVCC meetings and provide weekly input as well as artwork, ideas, and submitted work for improvement in outreach.

## 9. [CHAIR] FUTURE AGENDA ITEMS (5 MINUTES)

## 10.PUBLIC COMMENTS/CONCERNS (5 MINUTES)

## 11.ANNOUNCEMENTS (5 MINUTES)

Don't forget to attend the Friends of the Mar Vista Library event this Saturday from 10am to 2pm at the Mar Vista Library.

## 12.ADJOURNMENT

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**PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS** - The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 3 minutes per speaker, unless adjusted by the presiding officer of the Board.

**PUBLIC POSTING OF AGENDAS** - MVCC agendas are posted for public review at Mar Vista Recreation Center, 11430 Woodbine Street, Mar Vista, CA 90066.

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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>

**SERVICIOS DETRADUCCION** - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a [chair@marvista.org](mailto:chair@marvista.org) para avisar al Concejo Vecinal.