



Mar Vista Community Council

MarVista.org



REMOTE MEETING MINUTES

Outreach Committee with the Board of Directors

Thursday, May 21, 2020, 6:30pm

PUBLIC WELCOME - ALL ATTENDEES ARE MEMBERS OF COMMITTEE

Remote Conferencing by Device: <https://zoom.us/j/98973758618>

Remote Conferencing by Phone: 720-707-2699 | Meeting ID: 989 7375 8618

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1. **CALL TO ORDER - 6:41PM**
2. **WELCOME/ROLL CALL/INTRODUCTIONS** - Kathryn Wheeler, Outreach Chair; stakeholders Wayne, Deb; 7:10pm, Liz.
3. **READING AND APPROVAL OF MINUTES**
 - 3.1. APRIL 29, 2020 - Deb made a motion to approve the minutes, Wayne seconded. The minutes passed without objection.
4. **REPORT, ANNOUNCEMENTS, DISCUSSIONS ON RECENT LEGISLATIVE OR MVCC ACTION (15 MINUTES)**
 - 4.1. Discussion of the motions that were passed or not passed at the previous Executive & Finance Committee (ExFin) meeting and/or the MVCC Board of Directors' (BoD) meeting with possible actions/motions for implementation of passed motions or to amend, resubmit, and obtain support for and passage of said failed motion(s) at the next ExFin and/or BoD meetings. - **Regarding the promotional items that did not pass; resubmit a motion of up to \$750 for hand sanitizers only; quantity of 500. Motion made by Ms. Wheeler, seconded by Wayne; passed without objection.**
 - 4.2. Discussion of the recent *Legislative Action Report* provided by DONE as a recurring feature in the *Weekly Roundup* with possible actions/motions. - n/a
5. **REPORTS OF CHAIRS**
 - 5.1. RES - TBD - none submitted

5.2. CHAIR - Discussion and possible action regarding the *Outreach Committee Report, March 2020* - Deb made a motion to submit the report to the next Board of Directors, Wayne seconded, it passed without objection.

6. STANDARD ORDER OF BUSINESS (60 MINUTES)

6.1. NEW BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)

6.1.1. Discussion and possible action regarding MARVISTA.ORG. - Presentation was reviewed. Two additions were requested: A. use the word, "Leaders" instead of "Leadership" for the new menu item/page; B. find sidebar images that have less white space, if possible. Liz made a motion to approve the presentation (with additions) to the Board, it was seconded by Wayne. It passed without objection.

6.1.2. Discussion and possible action regarding new boilerplate and specific ads due to COVID. - Boilerplate ads were too "busy" and needed a reduction of words (eliminate committees). Next meeting to bring ideas for more discussion. Door Hangers were considered a useful tool; especially, if funds were diminished. The template should remain; however, the verbiage should be changed with using something like, "Neighborhood Announcement," instead of "Proposed Construction." Ideas will be presented in upcoming meetings. Business cards were discussed and newer design preferred; however, all verbiage should align left. Bus bench design was discussed with using a smaller font and to ensure that the gold/blue on the sign matches the gold/blue on the logo. Additionally, find a more contrasting color, than the one used, to go with the gold, so it will "stand out." A motion to present the Bus Bench Ads (with revisions) to the Board was made by Deb, seconded by Liz, and passed without objection.

6.1.3. Discussion and possible action regarding Outreach activities for 2020-2021. - Utilizing SurveyMonkey, once COVID is over, query subscribers with questions like, "What kind of activities/events would the public want, once we are back?" For now, it could be used to ask, "How are people sheltering in place?" People would like to have that connection. Don't ask a lot of questions, show concern and caring for community.

6.1.4. Discussion and possible action regarding the June/July Outreach meetings. - Possibly, no meeting in June due to elections of MVCC Officers. Possibly have only one in early July. Day/time TBD

6.2. NEW BUSINESS - FUNDING MOTIONS (require allocation of funds)

6.2.1. Discussion and possible action regarding an expenditure, not to exceed \$5,000 for MarVista.org (exact quote expected by meeting time). - The Web Corner still has not submitted a quote. However, 2016 records showed that ~\$5,000 was spent on the current MarVista.org. To ensure that everything can be done, it is advisable to high-ball it until we have a quote. A motion was made by Wayne to spend up to \$5,000 on the website, it was seconded by Deb, and passed without objection.

6.2.2. Discussion and possible action regarding Outreach budget/ expenditures for 2020-2021. - The budget must include items for the upcoming 2021 MVCC Election. The following items were placed in the budget: SurveyMonkey, \$400; Ads/Booth Rentals for all 7 NAs, \$2,100; Hospitality Items, \$300; Fall & Election Newsletters, \$13,000; Election Lawn Signs, \$800; Election Bus Bench Ads, \$600; Promotional Items, \$2,000; Pamphlets/Door Hangers, \$2,000.

7. FUTURE AGENDA ITEMS (5 MINUTES) - "old business"

8. PUBLIC COMMENTS/CONCERNS - None

9. ANNOUNCEMENTS - None, Have a Happy Memorial Day Weekend

10. ADJOURNMENT - 7:47pm, Motion to adjourn was made by Liz, seconded by Wayne, and passed without objection.

OUTREACH MISSION STATEMENT - To create and disseminate content through traditional, social, and electronic media that educates and informs Mar Vista stakeholders of all aspects of the Mar Vista Community Council; including, but not limited to, increasing awareness of and participation in its functions, duties, and decisions.

ENVIRONMENTAL FRIENDLY (re: in-person meetings) - In an effort to cut down on waste, it is suggested that attendees bring a copy (whether printed or digital) of the agenda, minutes, and other materials to each meeting. There will be copies; however, the number will be limited to ensure minimum impact on the environment. The Outreach Committee appreciates your understanding and assistance in helping us be as environmentally responsible as possible. Hope to see you there!

VIRTUAL MEETING ACCESS FOR PUBLIC PARTICIPATION - In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, all Mar Vista Community Council meetings will be conducted entirely remotely and is open to the public by phone and/or device. Visit the "[Join Our Remote Meetings](#)" page on [MarVista.org](#) for more information.

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