



Mar Vista Community Council

MarVista.org



REMOTE MEETING MINUTES

Outreach Committee with the Board of Directors

Thursday, June 18, 2020, 6:30pm

PUBLIC WELCOME - ALL ATTENDEES ARE MEMBERS OF COMMITTEE

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

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1. **CALL TO ORDER - 6:30 PM**
2. **WELCOME/ROLL CALL/INTRODUCTIONS** - Kathryn Wheeler, Outreach Chair; Mary Hruska, Zone 3 Director; Cindy Cleghorn, STNC Secretary; Wayne Wheeler, Stakeholders; and two Stakeholders.
3. **READING AND APPROVAL OF MINUTES**
 - 3.1. MAY 21, 2020 - Mr. Wheeler made a motion to approve the minutes, Mary seconded. The minutes were 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. - Discussion focused on the passage of MarVista.org's funding and design at the June 9, 2020, Board of Directors' meeting (items 15.1 and 15.2, respectively) and the process going forward. While the process is detailed in the *Outreach Committee Report, June 2020*, an outline was provided to attendees. The website will be upgraded (including the dashboard/administrative side) for \$5,000. Based on the work (and hours quoted), this is an excellent price. A 50% deposit is required to begin the work. It was paid on June 16, 2020. Once The Web Corner reaches a certain point of completion, a working model/link will be provided. And, a request for artwork (if needed) will be made. A small funding motion might be needed if the Outreach Chair is unable to provide the necessary graphics. The working model will be tested and tried. Any adjustments or fixes will

be sent to The Web Corner for correction. After the appropriate 30 days of Public viewing/comments, the Board will provide final approval. The remaining funds will be released to The Web Corner and after payment has been received, the new site will be operational. Ms. Hruska asked if any documents will need to be re-uploaded. I have been assured by The Web Corner that this will not be necessary as everything will be transferred.

On an “old business” note, about a week ago, the MVCC Chair, Elliot Hanna, found a 2013 MVCC Letterhead Word Document that contained an image of the Board-approved, original seal/logo. The Outreach Chair was able to use several of her imaging programs to extract an excellent quality image that will be used on all future work. It was placed on the bus bench ads and was used on several Outreach items that will be in the next Outreach Report as they have not been yet received. It is residing on the MVCC Google Drive for safe keeping and use by future Chairs. :)

- 4.2. Discussion of the recent *Legislative Action Report* provided by DONE as a recurring feature in the *Weekly Roundup* with possible actions/motions. - Ms. Cleghorn commented that she receives this information weekly (or, something similar). We will be in contact as to determine what she receives and if it will be useful to the MVCC. The *Weekly Roundup* is moving along fine and the Committee continues to like the new template.

5. REPORTS OF CHAIRS

5.1. RES - TBD - None Supplied

- 5.2. CHAIR - Discussion and possible action regarding the *Outreach Committee Report, June 2020* - The Report was shared on the screen and at several points a discussion ensued. Highlights included the change COVID placed on many projects and the added demands on Outreach. Also, how remote conferencing should be utilized (in some fashion) once in-person meetings resume. Defunding the MVCC through NPGs is a concern for the Committee. The MVCC neither has the funds nor infrastructure to compete with multi-million dollar companies whose business it is to feed and clothe Stakeholders. More harm than good is done by putting the MVCC out-of-business.

A motion was made by Ms. Hruska to send the Report to the Board of Directors for submission into the record. It was second by Mr. Wheeler and 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.](#), *Weekly Roundup*, and other MVCC assets. - *Once the website is at a certain stage, a discussion will ensue as how to integrate.*
- 6.1.2. Discussion and possible action regarding new boilerplate, specific, and other advertising due to COVID, LA reopening, and reaching Stakeholders in general. - *Everyone agrees to move forward with the bus bench ads as a good promotion for the website and the timing works. A suggestion by Ms. Cleghorn to use postcards was made. Cost could be a factor; however, it will be researched.*
- 6.1.3. Discussion and possible action regarding promoting [MARVISTA.ORG](#) after completion. - *To be discussed once up, or when a demo link has been obtained.*
- 6.1.4. Discussion and possible action regarding Outreach activities for 2020-2021. - *The Report listed what has been done and how Outreach will need to rethink its agenda due to COVID. Neighborhood Associations have already been contacted and will not be holding their annual summer events. The Mar Vista Recreation Center won't either. Outreach had plans to attend these events for a major outreach push; other options will have to be explored.*
- 6.1.5. Discussion and possible action regarding the June/July Outreach meetings. - *This is the final meeting in the current Fiscal Year. New Committee Chair appointments will be made during the July 14, 2020, Board of Directors' meeting. If reappointed, the Chair has no reason to move the current day/time; therefore, the next meeting would be Thursday, July 17 at 6:30pm. However, at that meeting, the Chair will be open to a rescheduling of the time (e.g., 7pm, 6pm); but, not day due to the Zoom setup.*

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

- 6.2.1. Discussion and possible action regarding Outreach budget/expenditures for 2020-2021. - *A Budget was created. However, it was done prior to the decrease in next year's funds and when summer events were to take place. Important items on that Budget, that still are viable, include a Fall Newsletter, Bus Stop Ads, Bus Bench Ads, Neighborhood Associations' Newsletter Ads, Flyers, and other "traditional" methods of reaching out. Social Media can also be explored; however, statistics indicate that using those outlets for "slower" organizations is waning. To gain users, you need to be— "trendy," "new," "funny," or "fleeting"*

information/news. This would require committees to provide input on a very fast timeline for approval from the MVCC Chair for Outreach to distribute—this is in the MVCC Bylaws. The newest set of Bylaws was recently passed, unanimously, with that section remaining intact. The MVCC is a government agency, and is slow to move. This is neither good nor bad. At times, it could be good; at times it could be bad. It just is, and Outreach will continue to work with it.

The details of redesigning the MVCC Business Cards was discussed. Ms. Hruska made a motion for the new design to be presented at the next Board of Directors' meeting by the Committee Chair as a Director's Motion, on behalf of the Outreach Committee, so it would not have to wait another month to be presented before the Board. The motion was seconded by Mr. Wheeler and passed without objection.

6.2.2. Discussion and possible action regarding SurveyMonkey and other online tools to help MVCC Committees reach Stakeholders. - SurveyMonkey should be considered as a necessary tool for Outreach during COVID. Currently, SurveyMonkey is on a monthly basis of \$99 per month. The Community Plan Survey Funding Motion has a \$102.31 left. This would pay for another month, if the annual sum of \$384 is not approved by the Board. It was further discussed that the Chair should make a Director's motion for funding a year of SurveyMonkey because the next Outreach meeting will be too late. Due to financial concerns the motions will not be made larger. Additionally, if the Board decides, even after the annual subscription is paid, there is no loss in funds if an upgrade is approved by the Board at a later date.

Ms. Hruska made the motion to have the Outreach Chair submit a Director's motion, on behalf of the Outreach Committee, for an annual subscription of SurveyMonkey up to \$400. Mr. Wheeler seconded the motion, and it passed without objection.

6.2.3. Discussion and possible action regarding promoting MarVista.org once finished. - The bus bench ad has the original logo now and has been uploaded to the City. Bus bench advertising was discussed as a great way to bring people to the website, after it is launched. It will take roughly 8 weeks for the ads to be running, about the time the will be up running, official, and bug-free. If a

Director's motion is needed at the July Board of Directors' meeting for re-funding the bus bench due to the fiscal year cutoff, the Committee unanimously supported a Director's motion for that purpose.

7. FUTURE AGENDA ITEMS (5 MINUTES) - Promotional items

8. PUBLIC COMMENTS/CONCERNS - None

9. ANNOUNCEMENTS - None

10. ADJOURNMENT - 8:41pm. Ms. Wheeler made the motion, it was seconded by Ms. Hruska, no objection; meeting was adjourned.

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!

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