



# Mar Vista Community Council



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## REMOTE MEETING MINUTES

Special Outreach Committee with the Board of Directors

Tuesday, December 1, 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 - 6:35pm** Kathryn Wheeler, Outreach Chair; Krishna Curry, Zone 7 Director; Gabriel Hill, At-Large Director; Tyler Laferriere, Renters' Co-Chair; Stakeholders: Avi Levy; Rich Hirschhoff; Britta; Kenyon; Wayne Wheeler
2. **WELCOME**
3. **READING AND APPROVAL OF MINUTES**
  - 3.1. OCTOBER 29, 2020 - Mr. Hirschhoff made a motion to approve the minutes, it was seconded by Mr. Laferriere, and approved without objection.
4. **REPORT**
  - 4.1. Discussion and possible action regarding the *Outreach Committee Report, December 2020* - Mr. Laferriere made a motion to approve the report and send it to the Board, it was seconded by Ms. Curry, and approved without objection.
5. **STANDARD ORDER OF BUSINESS (60 MINUTES)**
  - 5.1. **OLD BUSINESS - NONE**
  - 5.2. **NEW BUSINESS - FUNDING MOTIONS**
    - 5.2.1. Discussion and possible action regarding an expenditure not to exceed \$7,500 for *Election Informational Outreach*. Options include customary newsletter, mailers, or a "newspaper". - Supporting Materials containing guesstimates and "draft" information were shared instead of binding quotes. This new process is due to increasingly uncomfortable situations of requesting binding quotes from businesses only for the project not to be funded. Funding motions are written with a "not to exceed" as well as unused funds are placed back into the budget; therefore, there is no need for a binding quote prior to Board-approved funding.

Using email as the main vehicle for election outreach was discussed and determined not feasible for this meeting. See Agenda Item #6 for further information. Third Party Direct Mailers and “newspapers” deemed too expensive; however, MVCC’s newsletter distribution procedure is within budget and using Every Door Direct Mail (EDDM) by the USPS may be feasible with labor provided by volunteers. Wheeler made a motion to approve an expenditure not to exceed \$7,500 for designing, printing and distributing a newsletter or a postcard mailer using Every Door Direct Mail (EDDM) and volunteer labor provided by Directors Curry and Hill. It was seconded by Mr. Hirschhoff, and approved without objection. *NOTE: If EDDM is used, Directors Curry and Hill with the help of Co-Chair Laferriere will be responsible to pickup, bundle, and deliver the mailers per the United States Postal Service (USPS) requirements. Additionally, if mailing outside the boundaries of the MVCC is not approved, they would also determine the stakeholder addresses missing in the EDDM and deliver a mailer to those stakeholders. Ms. Wheeler reported findings that those who have previously used EDDM have been disappointed because mail carriers “dump mailers in piles at apartments” instead of placing in individual boxes.*

5.2.2. Discussion and possible action regarding an expenditure not to exceed \$850 for *Election Vote-By-Mail* banner(s). - Ms. Wheeler made a motion to approve an expenditure not to exceed \$850 for election banners. It was seconded by Mr. Hill, and approved without objection.

5.2.3. Discussion and possible action regarding an expenditure for 3550 copies of the Renters’ flyer approved at the November 2020 Board of Director. The expenditure would be up to \$250 for black & white copies or up to \$800 for color copies. - Mr. Laferriere made a motion to approve an expenditure not to exceed \$800 to copy, print, or use the flyers approved at the November 2020 Board of Directors’ meeting to promote the January Renters’ meeting. It was seconded by Mr. Hill, and approved without objection.

6. **FUTURE AGENDA ITEMS (5 MINUTES)** [NEXT MEETING 1/21/2021]- Mr. Hill requested an email outreach strategy for the next meeting. *NOTE: After the meeting, Chair Wheeler did some research and confirmed that using purchased emails violates Mailchimp’s Terms of Use and obtaining emails through an employer would also not be acceptable. Mailchimp requires people to voluntarily sign up (i.e., subscribe). Regarding Mailchimp’s price to have emails for all 24k+ stakeholders would begin at \$230 per month (usage and add-ons are extra).*

**7. PUBLIC COMMENTS/CONCERNS - None**

**8. ANNOUNCEMENTS - HAPPY HOLIDAYS & NEW YEAR!! - Ms. Wheeler informed the committee that she would be taking a “working vacation” until mid-January. As email would not be checked on any regular basis (or at all), a phone call would be best, if needed. She assured everyone that she would be completing work already committed; but not taking on any new tasks until next year.**

**9. ADJOURNMENT - 8:40pm Ms. Wheeler made a motion to adjourn, it was seconded by Mr. Laferriere and approved without objection.**

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**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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