



Mar Vista Community Council



Mar Vista Community Council Executive and Finance Committee Minutes

Tuesday December 2, 2019
The Coffee Connection (Station Room)
3838 S. Centinela Ave
Los Angeles, CA 90066
Chair: Elliot Hanna (elliott.hanna@marvista.org)

1. **Call to order-** Meeting called to order at 7:00 PM by 1st Vice Chair, Martin Rubin, who assumed the duties of the Chair in the Chair's absence.
2. **Roll Call-** In attendance: Martin Rubin, Holly Tilson, Mary Hruska. Michelle Krupkin arrived at 7:05PM
3. **Announcements-** Kathryn Wheeler, the Outreach Committee Chair, announced that there will be an MVCC Newsletter will be distributed early in 2020 and requested that BOD members submit input for it. Also mentioned the date of the upcoming Outreach meeting, Dec 5, 2019, 1:00-3:00 PM St Andrew's Church.
4. **Public Comment for Items NOT on This Agenda-**none
5. **Ex-Parte Communications and Conflicts-of-Interest** – none
6. **Adoption of the Agenda-** (Hruska/Tilson) Agenda adopted without objection
7. **Reading and Approval of Minutes** – Tilson submitted corrections. (Hruska/Tilson). Minutes approved as corrected.
8. **Reports-**
 - 7.1 Chair- Elliot: absent
 - 7.2 1st Vice-Chair- Martin: None
 - 7.3 2nd Vice Chair- Michelle Krupkin: Still attempting to establish a monthly meeting schedule Venues for Homeless and Mobility committees. Did get St Andrew's for Outreach. Is attempting to reach out to DCRC regarding potentially allowing MVCC to hold meetings there. Also mentioned extensive new city document-action requirements for venues.
 - 7.4 Secretary- Mary: Finally received log in credentials from DONE for the submission of CISEs. Asked if the other Officers had received theirs. No one recalled having received any and she asked that they verify this and contact Lorenzo Brisceno at DONE if they hadn't.
 - 7.5 Treasurer- Holly: asked if BOD members understood that the "cash on hand" amounts Reported in the monthly budgets is not necessarily available. It has been allocated but not yet spent. Mentioned that the 12K allocated for Outreach Newsletters also includes any funds needed for a hard copy survey. There aren't any additional funds available for this. Mentioned monthly price increases from Storequest and Mailchimp. Mentioned that MVCC hasn't yet been credited with the Insurance reimbursement check (\$2800) for the stolen items in storage. Will follow up with Shawna. These funds would cover the replacement of the lost equipment requested in an upcoming funding motion. With regard to reimbursing Windward for the use of their facility for MVCC meetings, Windward is precluded from receiving reimbursement for this in their use agreement. It had been

suggested that MVCC make a donation to their scholarship fund, however she has since been informed by DONE that this is not possible. Need to have CD11 write a motion accepting the gift of the use of the rooms from Windward. Mentioned that Diana at the Farmer's Market inquired once again about MVCC's signing of contract with them, however this, per new City regulations, now has the prerequisite of MVCC evaluating the site for ADA compliance. Suggested that this could be a pretext for requesting that the City repair the sidewalks along the Farmer's Market route, some of which are in quite a state of disrepair. Suggested that it might be useful for the MVCC to request that this repair be made a Great Streets priority. Tilson and Krupkin reviewed the status of ADA walkthru's of venues

9. **Special Orders**-none

10. **Consent Calendar**-

10.1 [FUNDING] Monthly Expense Report- MER- informal copy submitted by Tilson (see attached)

10.2 [FUNDING] Revisions to FY 2019-2020 Budget – none

10.3 [FUNDING] Reimbursement for Hospitality Services- Approval of a reimbursement in the amount of \$92.76 to Kathryn Wheeler for Outreach supplies

Krupkin requested clarification of consent items.

Motion to approve Consent Calendar (Hruska/Tilson). Approved without objection

11. **Excluded Consent items**- none

12. **Unfinished Business and general Orders**- none

13. **New Business**-

13.1 [FUNDING] Appropriation for a Survey Monkey Account- Discussion and possible action regarding an expenditure, not to exceed \$1200, for a Survey Monkey account.

Wheeler: was not aware that this would be on ExFin's agenda. Tilson responded that all funding motions Should/need to go through ExFin

Krupkin stated that there is no reason to purchase a Survey Monkey Account as Google Forms provides the same services for free.

Wheeler stated that 5 committees requested surveys be done with links posted to the website. The Web Corner, as well as DONE recommended Survey Monkey to her for this purpose. Stated that Google Forms had issues with methodology and that if it were used, it would have to be through the MVCC's Google account, and no one has contacted Outreach yet with regard to that. Survey Monkey also allows for using different languages and different analytical tools, which was also requested by the committees. It also allows for an unlimited amount of surveys. Presented a spreadsheet on various aspects of Survey monkey.

Krupkin asked which plan is referenced in the motion. Wheeler said that the BOD can choose. The motion isn't directed towards a particular plan. Rubin asked if Wheeler could do a comparison of Survey Monkey and Google Forms. Wheeler stated that Google forms is simply software program that allows one to create forms. It doesn't have any specified methodology or analytics. It just collects information. The user has to make the analytics work. Hruska mentioned that Google forms does produce graphs. Wheeler stated that Survey Monkey offers much more analytical options. Krupkin mentioned that google docs allows for numerous users, while Survey Monkey charges for more than a certain number. Would like to see a side by side comparison of the 2 platforms. Also stated that she knows a lot of "data" people and they use Google Docs and if it's good enough for a presidential campaign, it's good enough for her. Wheeler stated that no one expressed a desire to her for using Google Docs. Rubin stated that the issue seems to warrant further investigation and discussion. Wheeler stated that she has no need to have the motion for Survey Monkey approved. She is OK with Google Docs if that is what is desired.

Rubin stated that it's not clear what the preferences are and that we should have a comparison between the two. Hruska stated that she was fine with either, but, since the Community Plan and T&I surveys have already been Established with Google Docs, she'd like to stick with that for those. Tilson agreed and suggested that, as MVCC becomes more proficient with surveys, we can investigate other platforms. Wheeler stated that one of the advantages of Survey Monkey is that anyone can do it: no special skills are required. Is very user-friendly. Google Docs doesn't provide methodology. Stated that Survey Monkey helps you create the questions and provide feedback on survey design. Google form doesn't check for duplicates. Rubin asked how many responses are anticipated? Wheeler stated that that's dependent on how it's distributed and utilized. At the moment she hasn't seen anything from the committees to that effect. Tilson suggested that, since there are 3 committees that are currently engaged in surveys that MVCC should follow through with those, in whatever platform they're familiar with and, 6 months hence, as members become more saavy about the process, re-visit which platform to MVCC should purchase. Rubin stated that he is uncomfortable with a tech company providing input to MVCC on How we craft our surveys. Wheeler stated that what she would do is: 1) collect information on what a committee wants and 2) outreach would input those into Survey Monkey and report results back to committees. Hruska stated that she agreed with all points made, but added that, given the time required to pass a motion through MVCC, the survey currently in process should be completed and new platforms could be considered later on. Concurred with previous requests to have a comparison of Google Forms and Survey Monkey. Wheeler stated that there is no comparison. Google forms is simply a data entering platform. Hruska suggested that there are other platforms besides Survey Monkey that could be evaluated. Wheeler stated that that's already been and Survey Monkey is the least expensive because it's unlimited. Others have a limit to max monthly responses. Rubin stated that he's like to see this go back to Outreach, and that MVCC should focus on areas where they can Be most effective. Hruska stated that our ability to influence DCP on the community plan will be limited, and that the only thing that will sway them is numbers, hence the importance of the surveys. Motion returned to Outreach by unanimous consent.

13.2 [FUNDING] Appropriation for an MVCC Newsletter-Discussion and possible action regarding an expenditure not to exceed \$8000 for **the printing and distribution of an** MVCC Newsletter

Wheeler presented a sample Newsletter. Stated that her original estimate was high for this but that was prior to her having received quotes. Presented what was approved at Outreach. Looks like it will be in the \$6300-6800 range with distribution. Won't need full \$8000. Tilson suggested she still ask for \$7000 just in case of some overrun. Discussion of content requested from Directors. Wheeler proceeded to describe template presented. Would begin with introduction to MVCC followed by specific Zone input. Krupkin asked if cost includes Distribution and if this is a continuation of past Newsletters. Wheeler stated that it was originally supposed to be A Newsletter/Survey however subsequent input from committees resulted in the surveys being issued separately. Newsletter will now be a reintroduction to MVCC. Rubin asked how many times a year a newsletter would be Issued and suggested 2x/year in Spring/Fall. Wheeler acknowledged that but suggested Winter/Summer might be better since other groups (NAs etc usually do spring/fall) and this would make MVCC the sole one out and thereby attract more readers. Tilson suggested that Spring/Fall might allow for MVCC utilizing NA's yearly block parties to distribute it. She and Hruska expressed approval of the template. Tilson suggested possibly issuing newsletter in Feb so as not to conflict with surveys. Wheeler stated that quotes are only good for 30 days and distribution costs will increase after January. Tilson suggested doing it now and deciding on the distribution at a later date. Stated that motion on agenda did not reflect her original motion, which included distribution. Motion to include cost of delivery of the newsletter from printer to distributor. Motion to include cost of Printing, Design, Taxes, Delivery and all other costs incurred in the project. Tilson suggested that all that actually needs to be added are the words printing and distribution.

Motion (Rubin/Hruska) to approve. Motion passes (3 Y/0N/1 Abstention-Krupkin)
Rubin thanked Wheeler for her work on the Newsletter

14. Adjournment- (Hruska/Krupkin). Meeting adjourned at 9:00 PM

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