



## Mar Vista Community Council



### MAR VISTA COMMUNITY COUNCIL

Community Outreach Committee

Wednesday, March 30<sup>th</sup>, 2016, 7:00 to 8:00 PM

Mar Vista Public Library

Public Meeting Room

12006 Venice Blvd, Los Angeles, CA 90066

### Draft Minutes

**Attendees – Nanette Pastor-Hanna, Elliot Hanna, Sarah Auerswald, Sherri Akers, Bill Koontz, Latrice Williams, Peter Ziegler**

1. Called to Order 7:00 pm
2. Introductions and Public Comments
  - Sherri – would love help with outreach for the upcoming [Mar Vista Eco Car Expo](#)
  - Discussion re candidates still in the pipeline and delay in filing
3. February minutes approved
4. Motion from MVNA for Support of Block Party – presented by Sara, seconded by Sherri
  - Whereas, MVCC has always, by way of history, promoted and supported neighborhood picnics and block parties; and Whereas, the Mar Vista Neighborhood Association has maintained a very successful block party; and Whereas, many local celebrities, dignitaries and politicians attend the MVNA block party; and Whereas, the block party is set on Barry Avenue, Mar Vista, June 12, 2016; and Whereas, the success of the block party depends on sufficient funds to do outreach, including lawn signs, newsletters, flyers and other materials; and Whereas, MVCC has always set aside in its budget outreach money for neighborhood block parties. Therefore, Be It Resolved that the Outreach Committee recommends and supports the sum of \$500, or such other sum of money consistent with the budget, to underwrite, promote and support the MVNA block party, June 12, 2016, and; Be It Further Resolved, that MVCC will do whatever is appropriate to provide the above-referenced funding, either directly or indirectly.
  - Discussion – the event is far more than a block party – really a NA annual meeting. Street is closed off. Attendance is approx. 300 people. Elected officials

attend and speak. Great opportunity for MVCC to reach a large group of stakeholders.

- Discussion about lack of transparency and accuracy in MVCC finances this year.
- Going forward, annual budget items like this should be placed on the budget when it is created and money should be reserved. We should not have a question of available funds for worthy events like this that we have supported every year. Given the funding problems, the Board has been urged to find savings on items already approved to cover this item.
- Friendly amendment proposed by Sherri, seconded by Nanette, 6 yay votes, 1 abstention, motion carries.

**MVCC allocates up to \$500 for MVNA Block Party contingent on the availability of funds.**

5. Candidate & election outreach

- Discussion – Mar Vista as 32,000 voting adults. We need new ways to reach them. With a \$7,000 budget last year and 215 ballots, that was at a cost of \$32 per vote which is unacceptable. Suggestion that we add ‘How did you hear about the election’ as an exit survey question, separate from the longer survey on issues that gets filled out. Either have volunteers ask and tally or have a pebble survey where people drop a pebble into the appropriate answer as used at the Palms NC Overland Avenue Design Charette.
- Spent so far against \$7,000 budget –
  - 10,000 postcards to hand out - \$750 – did 5,000 and spent \$353.46 plus \$.20 each for those that were mailed EDDM delivery to select postal routes within Mar Vista – total \$567.12
  - 4-page newsletter – 25,000 copies with color at a negotiated reduce cost of \$2,107.78 plus \$1,794 to be distributed

Total spent to date \$5,043.76 leaving almost \$2,000 for banners, yard signs, printed surveys and expenses for election day. Bill K will check with Empower LA to see if they are covering any costs.

- Discussion about our poor outreach and engagement to renters even though we are 60% renters and can identify long time and active community members who are renters. Suggestion that we include a survey question to voters – are they a renter, home owner, property owner or do they work in Mar Vista.
- This year we are utilizing social media to recruit candidates and voters – Facebook, Instagram and Nextdoor. Suggestion that we do a giveaway of the MVCC reusable shopping bag at the MVCC tent and at the election to encourage people to follow us in social media. Make social media appeal a part of election day. Facebook page (<https://www.facebook.com/marvistacc/>) currently has 357 followers and need to build – but strong engagement (post reach today is 568 people – has been as high as 800 and 900). Nextdoor has been a very effective

- tool to get attendance at the Aging in Place Committee speaker series (<http://www.marvista.org/node/3255>) Last week's meeting had 27 attendees and there are 3 or 4 new faces every week.
- To date, 11 candidates have filed. Only 2 are incumbents so outreach seems to be working to recruit new people and greater diversity.
6. ReCode LA event – Westside – April 6<sup>th</sup> –
    - Discussion about event - <http://recode.la/updates/news/public-forums-sneak-peek-new-zoning-code>
  7. Future agenda items - none
  8. Public Comment
    - Discussion about homeless encampment on Venice under the 405. Referred attendees to new MVCC Homeless Solutions Committee. Discussion about the event Tuesday night where Mike Bonin presented his Plan to End Homelessness on the Westside – launching in Venice. See specifics here - [http://www.11thdistrict.com/venice\\_homelessness\\_plan](http://www.11thdistrict.com/venice_homelessness_plan)
  9. Adjourned 8:00 PM

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