Mar Vista Community Council

AGENDA

Outreach Committee

http://www.marvista.org/outreach-committee.php

Thursday, Feb 8th 2018, 6:30pm

Mar Vista Library (SW corner of Venice/Inglewood Blvd. intersection)
Community Room

1. **Introductions** ~ WELCOME!
2. **Minutes** – 10/12/17, 11/9/17, 11/16/17 minutes approval
3. **Public Comment**
4. **Old Business** - *None*
5. **New Business ~ Outreach strategy**

   A. Events
   - I. Farmer's Market
     - a. Tents, Featured groups
       - i. Scheduling; historical, plans moving forward
       - ii. Identify coordinator of FM strategy
       - iii. Encourage committees, neighborhood groups, guests for rotation; board members "office hours"
       - iv. Maintain Committee Actions Binder
       - v. Onsite signup with ipad.
   - II. Monthly speaker series/Town Hall
     - a. Logistics: solicit and assist committees
       - i. Youtube channel
     - b. PLUM, SB827 discussion
     - c. Great Streets, Lane reduction
   - III. Fall festival
     - a. Review insurance impediments
     - b. Coordinate with Park manager, old committee

   B. Communications
   - I. In-person
     - a. Newsletter (springtime)
       - i. Writers, graphics interest in the community?
     - b. Committee Actions Binder (on display at FM; *cf* 5.A.I.a.iii above)
     - c. Brochure, in-progress
       - i. Committees general meeting schedule and missions

d. Community group partnership-reps for meeting attendance
    i. neighborhood associations
    ii. neighborhood watches
    iii. block captains
    iv. advocacy groups

II. Electronic
  a. Website
    i. Access, revise photos
  b. Eblast
    i. Secretary's purview
  c. Social media (FB, NextDoor, Twitter)
    i. Identify social media coordinator
    ii. ND: Need ArcGIS coords from DONE
    iii. Need Twitter, FB, youtube accts?
        i. What was used for MVNA feed?
  d. Email list expansion –
    i. Committees (opt out letter needed)
    ii. Liaison, allied groups (opt in letter needed)

C. Visibility
I. Promotional swag
  a. $7500 budget via ExFin for small-medium-large purchases
  b. Dynamos already purchased
  c. Post-its – trash bag holders – seat cushions – notepad w/pen – mug ???

6. Public Comment

7. Future Agenda items
A. policy motion formalizing availability of MVCC outreach funds for neighborhood associations (MVCC zone directors)?
B. Review mission statement?

8. Adjourn (by 7:45pm)