



# Mar Vista Community Council

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## REMOTE MEETING MINUTES

Outreach Committee with the Board of Directors

Thursday, July 16, 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 - 6:33pm** Kathryn Wheeler, Outreach Chair; Mary Hruska, Zone 3 Director; Christine Stemar, At-Large Director; Stakeholders EJ Kavounas and Wayne Wheeler.
2. **WELCOME** - An outline of Neighborhood Councils and their function/duties was provided for the benefit of new attendees. A short Q&A ensued with interest for the Public Health Committee, Outreach, and other committees. Attendees were encouraged to consider running for the new At-Large Director and/or Zone 7 Director positions.
3. **READING AND APPROVAL OF MINUTES**
  - 3.1. JUNE 18, 2020 - Ms. Hruska made a motion pass the minutes, it was seconded by Ms. Stemar and 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. - All Outreach motions, save one, was passed at the July 14 Board of Directors' meeting. The Business Cards was sent back to have the address placed back onto the card. Once completed, Mr. Kavounas made the motion to send this version back to the Board, it was seconded by Ms. Stemar and passed without objection.
  - 4.2. Discussion of the recent *Legislative Action Report* provided by DONE as a recurring feature in the *Weekly Roundup* with possible actions/motions. - As Neighborhood Councils were designed to communicate to Stakeholders what the City is doing it

should be standard policy for each Neighborhood Council to receive information, such as the *Legislative Action Report* that was received in January, 2020. A letter to EmpowerLA, BONC, and others was suggested. First, a discussion with the MVCC Chair as how he believes it is best to proceed.

## 5. REPORTS OF CHAIRS

5.1. RES - TBD - The Renters' Engagement Subcommittee was finally placed under the correct committee—Planning Land Use Management (PLUM)—for the 2020-2021 Fiscal Year. We are expecting great things.

5.2. CHAIR - *Outreach Committee Report, June 2020* was successfully submitted to the Board of Director's July meeting. Updates to this report will be provided as necessary.  
- There are no further updates than item 5.1

## 6. STANDARD ORDER OF BUSINESS (60 MINUTES)

### 6.1. OLD BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)

6.1.1. Discussion and possible action regarding [MARVISTA.ORG](http://MARVISTA.ORG), *Weekly Roundup*, and other MVCC assets including, but not limited to unique URLs. - [MARVISTA.ORG](http://MARVISTA.ORG) is moving along. The number of *Weekly Roundup* subscribers is stable. The only "hiccup" experienced was the annual freeze of Mailchimp due to the City denying credit card charges from early/mid-June until after the new fiscal year begins in July. Therefore, the *Weekly Roundup* could not go out for two weeks. The Outreach Chair will look to the possibility of changing the charge date to avoid this annual freeze.

6.1.2. Discussion and possible action regarding new boilerplate, specific, and other advertising due to COVID, LA reopening, and reaching Stakeholders in general. - No change was requested on the current ads that had been adapted for COVID.

6.1.3. Discussion and possible action regarding Outreach activities for 2020-2021. - Door hangers for all committees was discussed, and while the cost of the door hangers is low, distribution would be the same as a newsletter without the ability of placing extras at the library and local businesses. Therefore, unless a committee distributes the door hangers, it was determined a newsletter would be preferable due to cost.

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

6.2.1. Discussion and possible action regarding Outreach budget/expenditures for 2020-2021 including, but not limited to advertising, Neighborhood Associations, and Promotional Items. - A newsletter is a worthy endeavor and an important

outreach tool for the MVCC. A special meeting will be held to discuss it. It was also discussed about “renting” space on Neighborhood Association’s websites. The MVCC has NA links on their page and possibly the same courtesy could be extended to the MVCC (i.e., no charge). A motion by Ms. Stemar was made for an expenditure not to exceed \$150 for a one-half page ad in *The Villager*. Ms. Hruska seconded, and it passed without objection. Submission date is mid-August. *The Villager* is the quarterly newsletter written and distributed by the Westside Village Homeowners Association (Zone 1).

6.2.2. Discussion and possible action regarding SurveyMonkey and other online tools to help MVCC Committees reach Stakeholders. - SurveyMonkey is now an annual subscription and there was discussion as how it could be used. Questions for the *Weekly Roundup* will be reviewed at the next regular meeting.

6.2.3. Discussion and possible action regarding designing a new “pamphlet” regarding the MVCC and/or committees. - Tabled until the decision of having a newsletter or not has been resolved.

### **6.3. NEW BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)**

6.3.1. Discussion and possible action regarding the new MVCC Bylaws, Zone 7, MVCC Media Policy, and Standing Rules. - The governing documents will be reviewed with an eye to Outreach’s part to ensure that we are in line with state, local, and federal law. Discussion on this matter will be for the next regular meeting.

6.3.2. Discussion and possible action regarding Outreach meetings. - Holding daytime meetings on Thursdays from 1-3pm was preferred by attendees (they like to have evening time with their families). The Chair will see about accommodating this day/time on a regular basis with the potential of continuing with the evening meeting.

### **6.4. NEW BUSINESS - POLICY MOTIONS (brought before committee)**

6.4.1. Discussion and possible action regarding New Letterhead and other MVCC Branding opportunities. - Branding with the banner/logo from the business cards was approved for letterhead, agendas, and all MVCC documents. Ms. Hruska made the motion, Ms. Stemar seconded, and the motion was passed without objection.

**7. FUTURE AGENDA ITEMS (5 MINUTES) - Continue current discussions.**

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

## 9. ANNOUNCEMENTS - None

## 10. ADJOURNMENT - 8:39pm. Ms. Stemar made a motion to adjourn, Ms. Hruska seconded. The meeting was adjourned 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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