



Mar Vista Community Council

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REMOTE MEETING MINUTES

Outreach Committee with the Board of Directors

Thursday, September 24, 2020, 6:30pm

PUBLIC WELCOME - ALL ATTENDEES ARE MEMBERS OF COMMITTEE

Remote Conferencing by Device: <https://zoom.us/j/98973758618>

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1. **CALL TO ORDER - 6:34pm** Kathryn Wheeler, Outreach Chair; Mary Hruska, Zone 3 Director; Holly Tilson, Zone 6 Director; Krishna Curry, Zone 7 Director; Christine Stemar, At-Large Director; Ashley Zeldin, Community Plan Vice-Chair; Stakeholders: Tommy (with a 1-year old), Derl Clausen, and Wayne Wheeler.
2. **WELCOME**
3. **READING AND APPROVAL OF MINUTES**
 - 3.1. JULY 16, 2020 - Mr. Wheeler made a motion to approve the minutes, it was seconded by Ms. Hruska and approval without objection.
 - 3.2. JULY 23, 2020 - Ms. Zeldin made a motion to approved the minutes, it was seconded by Ms. Curry and approval 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. - **Tabled.**
 - 4.2. Discussion of the recent *Legislative Action Report* provided by DONE as a recurring feature in the *Weekly Roundup* with possible actions/motions. - Ms. Wheeler provided a brief history of these Reports: Ms. Tilson worked to receive the first Report in January 2020 from DONE because this type of report provides an overview of the motions before the City Council. No additional reports were sent until Ms. Wheeler made another request in August when all Board members received one. DONE is willing to continue sending these Reports; however, the format is overwhelming as

what to do with the information. Communicating to Stakeholders about City Council motions and providing feedback to the Council is the main function of Neighborhood Councils. Ms. Wheeler queried as to the best way to “present/package” these Reports to Committee Chairs and Stakeholders. Ms. Hruska agreed and began the brainstorming by her suggestion of providing education. Ms. Tilson remembered that she may have some written educational material and Ms. Hruska has some links to tutorials regarding Community Impact Statements (CIS)—which is the avenue by which feedback is provided. The final action plan of education included: what these Reports are; how to proceed with the information (e.g., place on agenda); and how to provide feedback (e.g., CIS). Both Ms. Tilson and Ms. Hruska will email the information to the Chair for formatting the material in an easy to read/digest format. Additionally, the idea of providing the Reports with a coversheet highlighting items might be sent to Committee Chairs in hopes of placement on agendas of pertinent items. Also send to Neighborhood and Homeowners’ Association for distribution among their subscribers. This begins the process. Further action will be taken at the next meeting.

5. REPORTS

- 5.1. Discussion and possible action regarding the *Outreach Committee Report, September 2020*. - Ms. Wheeler stated that the report is posted, with the agenda, on the Calendar as well as on the Outreach web page. No one needed/wanted a review, so it would be sent to the Board.
- 5.2. Discussion and possible action regarding the *Outreach Community Plan Survey, September 8, 2020*. - Ms. Wheeler stated that the report is posted, with the agenda, on the Calendar as well as on the Outreach web page. No one needed/wanted a review, so it would be sent to the Board.

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, *Weekly Roundup*, and other MVCC assets including, but not limited to unique URLs. - Ms. Curry made a motion to remove the “Mar Vista Gateway” photo from the Home Page of MARVISTA.ORG. Ms. Zeldin seconded, and the motion was approved without objection. Having a photo contest for the new website was offered by Ms Zeldin. Ms. Wheeler will contact the MVCC Chair and DONE regarding the procedures.

Additionally, new photos will not be uploaded until the new website is online as the picture specifications will be different from the current website.

6.1.2. Discussion and possible action regarding new boilerplate, specific, and other advertising due to COVID, LA reopening, and reaching Stakeholders in general. -

None

6.1.3. Discussion and possible action regarding Outreach activities for 2020-2021. - Last year, the Outreach Committee attended several events promoting the MVCC which were very successful. With COVID, out-of-the-box thinking is needed since events and Farmers' Market are no longer available.

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. - Hand Sanitizers, masks, and pens were discussed as potential SWAG (Stuff We All Get). Prices and items will be discussed at the next meeting as well as how to use or properly distribute during COVID.

6.2.2. Discussion and possible action regarding SurveyMonkey and other online tools to help MVCC Committees reach Stakeholders. - SurveyMonkey was an invaluable tool for the Outreach Community Plan Survey since the Outreach Committee was able to create a closed network. Going forward, we would only have the traditional online survey network (i.e., the world wide web) which could not provide statistical data. Additionally, using just the email list would include subscribers who are not Stakeholders. So, how should this asset be used?

6.2.3. Discussion and possible action regarding designing a new "pamphlet" regarding the MVCC and/or committees. - The Committee considers that a MVCC pamphlet is an important item; especially without a newsletter. With the upcoming election, it might also serve to inform Stakeholders. Many members volunteered to distribute one to help save money. Another idea was to request that DONE work with the Gas Company and/or DWP to provide information with a link about Neighborhood Councils. The Chair will see about what would be necessary from the MVCC for such a request (e.g., CIS).

6.3. NEW BUSINESS - ADMINISTRATIVE MOTIONS (internal workings)

6.3.1. Discussion and possible action regarding spotlighting committees and receiving information from committees for outreach, including but not limited to supporting materials for Board of Directors. - The use of "Week in Review," "This

Week,” and “Next Week” in last year’s *Weekly Roundup* was discussed. It had been discontinued due to lack of input from committee chairs. No new ideas of receiving input was discovered.

6.3.2. Discussion and possible action regarding the new MVCC Bylaws, Zone 7, MVCC Media Policy, and Standing Rules. - The Chair requested that Media Policy and Standing Rules on the Elections & Bylaws web page be reviewed by members to ensure they are up-to-date with current laws and best practices.

6.3.3. Discussion and possible action regarding Outreach meetings. - The Chair reported that day meetings are discouraged but would pursue, if needed. It was agreed to continue on the third Thursday of the month at 6:30pm.

6.3.4. Discussion and possible action regarding the upcoming 2021 MVCC election. - The Chair relayed the information received from Michael Lektorich, Election Administrator, Neighborhood Council Elections Section, regarding important elections dates: 2/6 - 3/23 Candidate Filing; 4/9 - 6/1 Voter Application; 6/8 Election. He also stated that the dates were subject to change due to COVID. Ms. Tilson stated that during another meeting, it was announced that Candidate Filing begins in January. In discussing Outreach’s participation, creating pamphlets, flyers, etc. and distributing to local businesses was discussed. Again, many volunteered to ensure the material was provided to businesses as well as keep Neighborhood and Homeowners’ Associations involved.

6.4. NEW BUSINESS - FUNDING MOTIONS (require allocation of funds)

6.4.1. Discussion and possible action regarding acquiring assets for the upcoming 2021 MVCC election. - Last election’s lawn signs were discussed and it was agreed that lawn signs should only be displayed with prior approval from owners. A Google Sheet could be created to keep track. Also, bus bench advertising was discussed. Designs for both will be submitted for review at upcoming meetings.

6.5. NEW BUSINESS - POLICY MOTIONS (brought before committee)

6.5.1. Discussion and possible action regarding New Letterhead and other MVCC Branding including, but not limited to standardized Agendas. - Suggestions for a new design was discussed and an example will be reviewed at the next meeting.

7. FUTURE AGENDA ITEMS (5 MINUTES) - None

8. PUBLIC COMMENTS/CONCERNS - None

9. ANNOUNCEMENTS - None

10.ADJOURNMENT - 8:25pm Ms. Hruska made a motion to adjourn, it was seconded by Ms. Curry and approved without objection.

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!

VIRTUAL MEETING ACCESS FOR PUBLIC PARTICIPATION - In conformity with the Governor's Executive Order N-29-20 (MARCH17,2020) and due to concerns over COVID-19, all Mar Vista Community Council meetings will be conducted entirely remotely and is open to the public by phone and/or device. Visit the "[Join Our Remote Meetings](#)" page on [MarVista.org](#) for more information.

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RECONSIDERATION AND GRIEVANCE PROCESS - For information on MVCC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the MVCC Bylaws. The Bylaws are available at our Board meetings and our website, <http://www.marvista.org>

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