

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: Establish Outreach through Neighborhood Associations

BACKGROUND:

Neighborhood Associations are an important part of our community. Their boundaries are smaller and designed for specific sections of Mar Vista. These smaller venues provide a good opportunity for outreach to stakeholders.

Two constructive ways would be to have MVCC rent booth/tent space at their events as well as advertising in newsletters. Therefore, this motion is requested.

It is our hope to make the cost uniform across all Neighborhood Associations and provide a guide for future Outreach Committees. These costs were calculated with the input from the City as to what is considered customary, the MVCC Treasurer's recommendation based on experience, MVCC Outreach's budget, and the potential engagement from the community.

MVCC Outreach would pay a Neighborhood Association up to \$150 for a one-half page ad in their newsletter.

During the July 16, 2020, Outreach Committee meeting, a motion was made by Ms. Stemar to approve an expenditure, not to exceed \$150, for a one-half page ad in *The Villager*, the Westside Village Homeowners Association's newsletter (Zone 1). It was seconded by Ms. Hruska, and passed without objection.

THE MOTION:

The MVCC approves an expenditure, not to exceed \$150, for a one-half page ad in Westside Village Homeowners Association's newsletter.