



# Mar Vista Community Council



## AGENDA

### Outreach Committee

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

Thursday, Jan 11th 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**
  - A. **Current Outreach strategy**
    - I. Farmer's Market
      - a. Tents, Featured groups
    - II. Communications
      - a. Website
      - b. Eblast
      - c. Newsletter
      - d. Social media (FB, NextDoor, Twitter)
    - III. Largesse
      - a. Promotional safety light
  - B. **Future Outreach strategies**
    - I. Education-liaison
      - a. Farmer's Market - identify lead (coordination, scheduling --Rob?)
        - i. Feature MVCC Committees, community groups, guests
        - ii. Maintain Committee actions binder/ipad (photos, agendas, motions)
        - iii. Electronic mailing list signups (ipad)
      - b. Community group partnerships for identifying engaged stakeholders
        - i. neighborhood associations
        - ii. neighborhood watches
        - iii. block captains
        - iv. advocacy groups
    - c. Monthly speaker series

- i. Topics from Committees
  - II. Communications
    - a. Print
      - i. Newsletter (springtime)
      - ii. Brochures
      - iii. Binder of Committees' work
    - b. Electronics
      - i. Website
      - ii. Eblast
      - iii. Social media (FB, Twitter, NextDoor)
  - III. Boost visibility
    - a. Promotional outreach
      - i. Brochures and dynamo to MV retail?
    - b. Speaker series
    - c. Email harvesting from past records
- C. **Revise mission statement**, suggestion:
 

"The Outreach Committee of Mar Vista's Community Council (MVCC) shall assist MVCC's purpose and the work of its standing and *ad hoc* Committees, by articulating and supporting MVCC's unique advocacy position within the community. Tasked with Education and Communications about MVCC, this committee will welcome, encourage and focus individual's talents and interests in community-wide, public service."

## 6. Next year (immediate) Outreach goals

- A. Boost committee membership
- B. Build email list

## 7. Public Comment

## 8. Future Agenda items

- A. policy motion formalizing availability of MVCC outreach funds for neighborhood associations (MVCC zone directors).

## 9. Adjourn (by 7:45pm)

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