



Mar Vista Community Council



AGENDA

Outreach Committee

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

Monday, May 7th, 2018, 6:30pm

Mar Vista Library Community Room; SW corner of Venice/Inglewood Boulevard

1. **Introductions** ~ WELCOME!
2. **Minutes** – 4/13/18 & 4/26/18 minutes approval
3. **Public Comment**
4. **Approved promotional items**
 - A. Funding review, and update of motions – original motions for some items were exclusive of 'setup charge, tax, shipping', "STS". Motions updated to reflect complete quote
 - a. Seat cushions
 - i. \$488.40 approved exclusive of STS.
 - ii. **Funding Motion:** MVCC approves updated appropriation for Outreach promotional item "Seat Cushions" of up to \$790.00 including setup charge, tax and shipping.
 - b. Trash bags to-go
 - i. \$730.00 approved exclusive of STS.
 - ii. **Funding Motion:** MVCC approves updated appropriation for Outreach promotional item "Trash bags to-go" of up to \$750.00 including setup charge, tax and shipping.
 - c. Post-it notes
 - i. \$1500.00 maximum approved.
 - ii. **Funding Motion:** MVCC approves updated appropriation for Outreach promotional item "Post-it notes" of up to \$1600.00 inclusive which accommodates discrete printing runs.
 - d. Mugs
 - i. \$300.00 maximum approved.
 - ii. Upgraded cobalt mugs desired, higher cost (\$104.07 difference, incl).
 - iii. **Funding Motion:** MVCC approves updated appropriation for Outreach promotional item "Mugs" of up to \$450.00 including setup charge, tax and shipping.
 - e. Safe driving Lawn signs
 - i. \$2500.00 approved exclusive of STS.
 - ii. **Funding Motion:** MVCC approves updated appropriation for Outreach promotional item "Safe driving Lawn signs" of up to \$2800.00 including setup charge, tax and shipping.
 - iii. Content: "Bike like your KIDS should", "Drive like your CAT lives here", "Drive like your DOG lives here", "Drive like YOU live here", "Drive like GRANDMA lives here"
 - iv. Designs sample (vector files)
5. **Revisited funding items**

Outreach appropriations (Promo and info), 4/13/18	Passage	Expenditure not to exceed...	Dollar amount, excluding tax, shipping and setup charge	Amended maximum request including tax, shipping, setup ("STS")	Difference	Explanation	Reapprove for expenditure not to exceed:
14.c Promotional Item – "Trash Bags To Go"	Consent		\$730.00	\$729.49	\$ (0.51)	Diminish count by #42 from #320 to #278	750
14.d Promotional Item – "MVCC Mugs"	Consent	\$300.00		\$421.17	\$ 121.17	STS considerably higher, also loved cobalt-interior mug. Cheaper can be had at \$317.10	450
14.e "Safe Driving Lawn Signs"	8/0/1*		\$2,500.00	\$2,728.18	\$ 228.18		2800
14.f Promotional item – "Post It Notes"	5/2 (Cervantes, Hanna)/2 (Alpern, Krupkin)	\$1,500.00		\$1,571.96	\$71.96	Shipping crazy, charged for each run - still arguing differently but they're giving half-off as is so may be best we can get	1600
14.g Promotional item – "Seat Cushions"	Consent		\$488.40	\$773.85	\$ 285.45	Two manufacturers, shipping is double	790
14.h "Blue and Green outreach awning replacements"	Consent	\$1,000.00		\$600.00	\$ (400.00)	Repairs only lowered this cost	
14.i "Tri-Fold Brochure Design And Printing"	Consent	\$500.00		-			
	subtotal	\$3,300.00	\$3,718.40				
Total appropriated (less tents)	\$	6,018.40	\$	6,724.64			6390
Total Budgeted	\$	6,500.00	\$	6,500.00		So under original budgeted amount of &7500 but not recalculated one;	
Budget-difference	\$	481.60	\$	(224.64)		anticipated savings in budget from advertising, delayed printing if necessary etc	

- A. Funding re-approval of unfinished project (design by Laura Bodenstein, never printed)
 - a. **Funding Motion:** MVCC approves updated appropriation for generic Outreach banners ("Sponsored by MVCC...") of up to \$500.00.
- B. Safety promotional item: keychain-light-whistle
 - a. **Possible funding motion for safety item:** keychain-light-whistle
6. **Revisited outreach initiatives**
 - A. MV Fall Festival – Julie Miller presenter, interest in leading its reinvigoration
 - a. Past challenges – board participation, liability, timeline
 - b. Future challenges – liability, CoLA-501c3-NC-CD11-Parks interactions
 - B. Possible policy/administrative motion** –authorizing exploratiive or *ad hoc* committee
7. **Logo/Imprint development**
 - A. Vector files – Color, white
 - B. Discussion of updating – friendliness, single-design
8. **Development of Tri-fold promo brochure**
 - A. Sample for edit, review
9. **Social media strategy & outreach**
 - A. Online assistance - Maggie??
 - a. FB, ND, Twitter, MC, Instagram – Outlook too?
 - B. New ideas, support, encouragement, board involvement
10. **Public Comment and DISCUSSION of MV issues**
11. **Future Agenda items**
12. **Adjourn** (by 7:45pm)

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