



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!

Present @ 6:34pm: Julie Miller, Nanette Pastor-Hanna, Rob Kadota, Sara Roos, Holly Tilson, Hosneya Khattab

2. **Minutes** – 4/13/18 & 4/26/18 minutes approval

4/13/18: moved by Holly, 2nd by Hosneya; passed by 4/0/2

4/26/18: moved by Holly, 2nd by Nanette; passed by 1/0/5

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.

Moved by Rob, 2nd by Nanette; passed by 6/0/0

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.

Moved by Julie, 2nd by Sara; passed by 6/0/0

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.

Tabled; vote is unnecessary because unchanged from earlier appropriation.

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.

Moved by Rob, 2nd by Sara; passed by 6/0/0

- a. 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.

Moved by Holly, 2nd by Rob; passed by 6/0/0

- 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)

6. 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			-		
		<i>subtotal</i>	\$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		<i>So under original budgeted amount of &7500 but not recalculated one;</i>	
Budget-difference		\$ 481.60		\$ (224.64)		<i>anticipated savings in budget from advertising, delayed printing if necessary etc</i>	

- A. Funding re-approval of unfinished project (design by Laura Bodenstein, never printed)
 - a. **Funding Motion:** MVCC approves up to \$500.00 to print reusable banners for the purpose of generic Outreach at events and advertising upcoming meetings.

Moved by Holly, 2nd by Rob; passed by 6/0/0

- B. Safety promotional item: keychain-light-whistle
 - a. **Possible funding motion for safety item:** keychain-light-whistle

Moved by Nanette, 2nd by Sara; passed by 6/0/0

7. Revisited outreach initiatives

- A. MV Fall Festival – Julie Miller presenter, interest in leading its reinvigoration
 - a. Past challenges – board participation, liability, timeline

NCs are prohibited from receiving money, therefore NCs partner with community 501c3.

Liability issues that were formerly a hindrance are not necessarily an impediment, but are imperative; day-of-event insurance is necessary to indemnify board. Specific insurance will offset vendors' cost per setup.

- b. Future challenges – liability, CoLA-501c3-NC-CD11-Parks interactions

Rob suggests Julie opening 501c3 is unnecessary; MV Landkeepers, GCI, her Girl Scouts are all possibilities with differing advantages and disadvantages, but one will work out.

Help is needed from this Committee though not necessarily the full board. Looking for dedicated commitment to specific tasks. Promotion is where MVCC can help most. Newsletter, mailchimp, distributed outreach via NAs, block captains, etc. MVCC *feels* as if formerly it was the “sponsor”, regardless of technical label; it is and can be and is hoped to be upfront on advertisement at least.

B. Policy/administrative motion – “MVCC approves an *ad hoc* exploratory committee for the purpose of revitalizing the Mar Vista Fall Festival for Fall, 2018

Moved by Sara, 2nd by Rob; passed by 6/0/0

8. Logo/Imprint development

A. Vector files – Color, white

B. Discussion of updating – friendliness, single-design

Postponed; ran out of time

9. Development of Tri-fold promo brochure

A. Sample for edit, review

Postponed; ran out of time

10. Social media strategy & outreach

A. Online assistance - Maggie??

a. FB, ND, Twitter, MC, Instagram – Outlook too?

B. New ideas, support, encouragement, board involvement

Need brochure for distributing at regular events – FF, FM, Art walk

Need access to apartment managers...

11. Public Comment and DISCUSSION of MV issues

12. Future Agenda items

13. Adjourn (by 7:45pm)

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