



Mar Vista Community Council



AGENDA

Outreach Committee

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

Thursday, June 14th, 2018, 6:30pm

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

1. **Introductions** ~ Welcome!

Present @ 6:42pm: Nanette Hanna-Pastor; Elliot Hanna; Nanxi Liu; Hosneya Khattab (@ 7pm)
Sara Roos

2. **Minutes** – May 7, 2018 minutes approval

Approved with corrections ~ Moved by Hanna, seconded by Liu: 4/0/0

3. **Public Comment**

4. **Old Business**

I. Promo items

A. Mugs, post-its, Seat cushions, Garbage sacks, Lawn signs (safety campaign), Flashlight-whistles?

B. Distribution plans

Delivery and distribution needs planning – mailbox is a little general, but with expense, it can be to apartments too.

Distribution could be effective at new, popular venues – e.g., MV Park, P.O., Laundromat, sporting event (kid, club); different ideas of promo items (e.g. seeds as per MVNA)

II. Brochure

A. Old: “Who What Where”

B. New-edits; what to say

Sara: Challenge is to determine what are the kinds of things we can do, articulate how MVCC can help the reader.

Elliot: Address What and Why.

Need examples of what MVCC has done (e.g., PLUM has articulated and negotiated agreements among different communities).

Renew Mission statement, perhaps get closer to key question: “What Can MVCC Do For Me?”

MVCC: • discussion of QoL issues; advocate w/government and non-government entities. • Your voice to the City. Here, you harness a voice in what can/can't be done. • Big, general voice of what can be done, not specifics. • Collective voice • Amplified voice. Why? To make a safer, more enjoyable place to live.

C. Distribution plans (of brochure)

Nanxi: it's possible to send note/card to everyone in MV, though costly. Handwritten-looking cards or “half-pager” can be helpful to combat stakeholder disregard; door hangers

Nanette: for reference, MVNA's 8p color glossy was \$1K.

Sara: MVCC is 6x the size of Z1; MVCC newsletters are budgeted at \$4500 per

Elliot: Newsletter is “bottom-up” approach; need top-down *planning*. Distribution and venue depends on demographic: older folks respond to printed brochure, youngsters to online outreach.

Elliot: Need a “top down”, comprehensive Outreach strategy and policy.

III. Banner?

IV. MV Fall Festival update, Julie Miller?

A. Meeting: June 18th at 7pm, location TBD

B. Communications – fall newsletter needed (paper)

5. **New Business**

I. Communications

A. Marketing; new logo

1. Process, need

B. Online

1. Website

2. Zone newsletters

C. Offline

1. Brochure

2. Zone newsletters

II. Public gatherings

A. Townhalls? – formatted on Issues v. “TED”-type – formatted on infomercial

Speaker series is favored by Nanxi, perhaps hand-in-hand with film series, at the park?

Documentary films?

Engage local talent, industry folks, UCLA researcher – e.g., oceanographer.

B. Informal coffee-shop meetings (State of MV format)

MOTION: “Investigate hosting of food trucks at the Park in advance of BOD meetings” **PASSED**
5/0/0

6. **Public Comment and DISCUSSION of MV issues**

Invite the neighborhood to discuss what we need to do for our community (Hosneya’s 9yo grandson’s idea).

7. **Future Meetings** – need mix of day-nighttime/weekend to capture many schedules

I. Monthly formal library, nighttime meeting

II. Monthly informal coffee-house daytime meeting – this month Saturday, 6/16/18 at 10:30am?

8. **Future Agenda items**

9. **Adjournment**

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