



Mar Vista Community Council



AGENDA & MINUTES

Outreach Committee

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

Monday, Mar 12th 2018, 5:00pm

Mar Vista Library (SW corner of Venice/Inglewood Blvd. intersection)
Community Room

1. **Introductions ~ WELCOME!**

Present: Marty R (NWWA), Maggie B (Green Garden Showcase), Sara R

2. **Minutes** – 2/8/18 minutes approval

Motion to approve passed unanimously

3. **Public Comment**

Marty ran the first outreach efforts of MVCC. It has always been a challenge.

4. **Revisit of funding measures from 3/8/18 meeting**

\$4718.40 total appropriations voted on 3/8/18 (\$1K FM tent replacements, \$1K Green Garden PR/printing costs, \$1.5K post-its, \$488.40 seat cushions, \$730 trash bags (safety campaign))

Last week's hurried spending motions all reviewed. Concern re sufficiency of time to discuss garbage sacks in particular was addressed, but the option of revisiting this motion was rejected; that motion holds.

A. Visibility boost

I. Communications

a. **Spending Motions**

- i. Brochure for promo tri-fold – **Motion ~ "appropriate up to \$500 for printing of #1000 trifold brochures"**.

The materials will all be internet-friendly as well. Distributed via internet as well as in-person, through leafleting and tabling, via businesses, etc.

- ii. Plexiglass stands (e.g, \$3-\$30 ea plexiglass) – not needed unless updated otherwise
- iii. Other Communications spending requests (TBD)

II. Promotional swag

a. **Spending Motions**

- i. Trash Bags To Go (backpack or leash case) ($2 \times \$365 = \730 appropriated but prices switched. \$730 will actually purchase #321 (if no tax?) – revisit choice, safety initiative context, color, quantity
(beach combing, harder plastic: $\#250 @ \$1.30 + \$40 = \$365$; dog walking, **soft cordura: $\#150 @ \$2.10 + \$55 = \$370$)

As noted, this motion was not revisited.

- ii. Mug (for speaker-appreciation: $\sim \#72 @ \$2 = \144) - this is the cheapest mug available; request permission to review options, **Motion ~ “appropriate up to \$300 for mugs”**.
- iii. Lawn signs for **Tame Our Traffic** campaign.
Many sizes and sturdiness are available. Plastic is more durable, cardboard is cheaper and more sustainable.
(18x24 Plastic, $4 @ \$100 = \2440 ; **Cardboard, $6 @ \$100 = \2448)
Variety may be important to campaign viability; may be more important than longevity as signs disappear naturally, patience and functionality of campaign wanes.
 - i. Suggestions: Drive Like {your KID, your MOM, your DAD, your DOG, your CAT, your PET, your TREES, _____, YOU, GRAMPS, GRAM} Lives Here; Drive Like OTHERS should; Drive Like You Want OTHERS To

Fixed margins of cost discussed and the influence of quantity, quality on cost. More varieties are desirable, but possibly expensive. This is a pilot, so settle for fewer options. Considerable availability for cost negotiations may be possible; variations are not very different, might affect setup costs. Quality could be influenced and possibility of more large orders to come might influence lower pricing. Negotiate tough!

- iv. TAP cards – update if available

\$250 was appropriated though not included on March board meeting appropriations. It should go onto April BOD agenda.

- v. Other Promotional Outreach spending requests (e.g. notebooks?, different swag) (TBD)

All appropriations passed on consent: up to \$250 for Tap cards, up to \$2500 for pilot program of Traffic Taming lawn signs campaign, up to \$300 for mugs, up to \$500 for brochure printing.

- III. Outreach at Neighborhood Association events
 - a. **Spending Motion** from SoMar? ...for \$300? (TBD)
 - b. Other NA Outreach spending requests (TBD)

Discussion of history and practice of helping NA with outreach at their annual gatherings with up to \$300. Possibility of funding outreach via NA newsletters instead. Inquire feasibility, parallel possibilities; agendaize this for next month.

B. Outreach strategy

I. Ideas to reach new demographics, youngers, disenfranchised
Social media needs engaging. But old-fashioned paper is useful and important for reaching less-connected neighbors. Do both. Still need help with the reach.

II.and to encourage support from BOD members

III. Update on Social Media strategy

Twitter, Instagram, ND, FB all activated; mail chimp. Looking for coordinator still, to manage social media accounts and also to manage “funnel of communications” with NA

5. Public Comment

6. Future Agenda items

7. Adjourn (by 6:30pm) Adjourned at 5:45p

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