

Mar Vista Community Council Renters' Engagement Subcommittee

November 9th, 2019 Meeting Minutes

1. Call to order

The meeting was called to order at 1:09 PM in the Ramp Room of Coffee Connection.
RES co-chair Mr. Tyler Laferriere (TL) and stakeholder Ms. Vanessa Colossio Diaz (VCD) present

2. Announcements

No announcements

3. Public Comment

No public comment
No announcements

4. Reading and Approval of Minutes

Item 4 on the agenda was to approve the August 31st meeting minutes.
Minutes from August 31st were briefly reviewed by co-chair Laferriere.
VCD: The way we are really going to reach renters is going out on weekends and knocking on doors.
VCD moves to approve the minutes.
TL seconds
Minutes approved without opposition

5. Unfinished business

No unfinished business

6. New Business

6.1 Mar Vista Renters Survey

Co-chair reviews the RES intention to produce and execute a 26-question survey to Mar Vista renters to better determine the demographic profile of renters, their needs, awareness of and engagement in the activities of the MVCC, and their wishes for community improvements.

VCD: [RES] could create a QR code on the flier/paper survey, cutting out the process of using a URL

Discussion about the survey questions:

VCD: Add ADU and condo question; maybe remove question about rent; add "street" questions before intersection to Question 2

TL: On Question 13, take out yeses and no's in responses

VCD: Remove the "I'm too busy" response from Question 14; asks if the word "relevant" in the third Q14 response is leading

TL: Agrees it's leading; change "relevant" to "specific"

VCD: Council in Question 15 could get confused with LA City Council

TL: Change council to MVCC?

VCD: Add LA City Council after City of Los Angeles [at the end of the questions]

VCD: Add unsheltered after homeless in Questions 15 so the response reads "Homeless/Unsheltered"; take off Santa Monica Airport response, not relevant to renters; Combine "Mobility" and "Traffic" responses; separate education from arts and culture as responses

TL: Take out mobility and traffic and add small business as a response
VCD: In Question 20, the word "prohibit" in the question sounds accusatory
TL: Change Question 20 last sentence to read "Do you currently have difficulty attending for one or more of the following reasons?"
VCD: Clarify the meaning of micro mobility
VCD: Add renters' committee [news] only option to Question 26
TL: Move to amend survey in manner enumerated hitherto
VCD: Second
No opposition
VCD: Move to approve survey for continuation to the Outreach Committee
TL: Second
No opposition

6.2 Mar Vista Renters Survey Budget

VCD: Add Instagram ads to budget to reach more people; ability to geolocate; QR codes options
TL: Take \$5 per day from Facebook ads for Instagram ads; QR codes are only roughly \$25 for each
TL: Move to amend survey budget to \$1,017 for 600 flyer copies; \$300 for Facebook ads and \$300 for Instagram ads; \$25 for a QR code and \$10 for stock photos
VCD: Second
No opposition
TL: Move to approve budget
VCD: Second
No opposition

TL: Move to adjourn RES meeting at 2:03 pm
VCD: Second
November 9th, 2019, Renters' Engagement Subcommittee adjourned