

CITY OF LOS ANGELES

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HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL (HSDNC)
Monday, February 10th, 2013, 6:30 p.m.

Assistance League of Southern California
1360 N. St. Andrews Place, Los Angeles, CA 90028

BOARD MEETING AGENDA

Items are listed for reference only and may be discussed out of order

- 1. Meeting called to order, welcome remarks by Chair 6:30
2. Roll Call 6:35
3. Approval of Minutes for Board meeting of January 13th, 2014 6:40
4. Public Comments on Non-Agenda items (2 min. per) 6:45
5. Meet & Greet 6:55
6. Report by Government Agencies 7:00
7. Report on DWP Meeting and Projects - Jennifer
8. Report on C-PAB and LADOT "People St." meetings and presentations - John
9. Presentation regarding New York Life's Free Child ID Program (also for Seniors) - Jennifer R. Davis 7:30
10. Presentation by LA County Bicycle Coalition regarding getting HSDNC Support to produce 'pocket guide' w/ discussion and vote to approve up to \$2,052 for its production - Colin Bogart 7:45
11. Presentation by Los Angeles Parking Freedom Initiative regarding Parking Reform - Steven Vincent & Jay Beeber (3 mins)
12. Bylaws/Outreach and AdHoc Elections Committee 8:05
a. Discussion and Update on progress of adhoc Election Committee and joint Outreach Committee to recruit candidates and promote March 30th Election - Jirair
b. Introduction of Jay Handal and presentation/discussion as his role for DONE as Election Coordinator for Region 5 NC Elections
c. Discussion and Vote to finalize and approve Election Stipulation Sheet - Jirair
d. Discussion and Vote to Confirm Proposed Election Location at Lemon Grove Recreation Center, 4959 Lemon Grove Avenue, Los Angeles, CA 90029. To take place on Sunday, March 30, 2014 from 11:00 AM to 5:00 PM (or to approve alternative location at the gallery space at the Mayer Building @ 5500 Hollywood Blvd. (vote to include allocation for securing location of up to \$400)

- e. **Discussion and Vote to approve allocation of up to \$1,500 of the existing credit that HSDNC has with the printer** to be used towards 15,000 high quality full colour 'Candidate Bio Brochures'; 10,000 Post Cards, 15 Posters and (if not provided by the city) for printing of ballots and signage for day of election.
- f. **Discussion and Vote to allocate up to \$1,800 to mail approximately 11,000 Candidate Bio Brochures** (amount to include postage and fees – to be mailed 2 weeks prior to election)
- g. **Discussion and Vote to allocate up to \$500 towards the printing, installation and rental of Bus Bench Advertisements within the HSDNC for the month of March 2014.**
- h. **Discussion and Vote to approve 2 Press Releases for distribution announcing call for candidates, election date, time and location for wide distribution including to news outlets.**
- i. **Discussion and Vote to approve 4 Election Specific Email Blasts to Stakeholders.**
- j. **Discussion and Vote to approve "Meet & Greet" Election Events including a March 22nd event possibly at the Mayer Building and the allocation of up to \$1,000 for food, beverages, marketing materials and raffles to attract participants to these events and create awareness**
- k. **Discussion and Vote to approve a specific March 30th Election Day event at Lemon Grove Recreation Center and allocation of up to \$1,500 for any additional expenses toward entertainment, public relations considerations, food, beverages, raffles/give-aways, promotions etc.**
- d. **Discussion and Vote to approve up to \$1,500 for Door to Door delivery services for Candidate Bio Brochures if required.**

13. **PLUM Committee** **8:20**
- a. **Update, Discussion & possible Vote confirming committee positions including Chair, Co-Chair and Secretary**
 - b. **Presentation and discussion only of the Palladium Residences project.** The Applicant is requesting review of two development options for the Project's two new buildings, which would be up to 28 stories and approximately 350 feet in height. Under Option 1, Residential Option, the two buildings would contain approximately 731 residential units. Under Option 2, Residential/Hotel Option, the two buildings would contain approximately 598 residential units and, in the southwest building fronting on Argyle Avenue, approximately 250 hotel rooms and ancillary hotel uses. Under both Options, the Project's floor area, height, and parking would be the same. Both Options would include street level retail and/or restaurant space in the new buildings and will activate the currently dormant available retail space within the Palladium on Sunset Boulevard. Up to 1,900 parking spaces would be provided in a subterranean structure as well as above-grade structured parking along the northern edge of the Project Site. Under both Options, the maximum developed floor area on the Project Site would be approximately 927,354 square feet, including the existing 63,354-square-foot Palladium, resulting in a maximum floor area ratio (FAR) of 6.0:1.
 - c. **Presentation, Discussion and Vote on letter of support for 710 El Centro Avenue, Los Angeles, CA 90038.** Conditional Use Permit Application ZA 2013-3348- CUB. Action requested by Applicant from PLUM Committee: **Letter of Support - to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption and beer and wine for off-site consumption** in conjunction with a new 3,345 square foot restaurant offering live entertainment and seating 155 patrons indoors and 50 patrons on a 1,300 square foot outdoor patio, which is located inside the property line, all with hours of operation and alcohol sales from 6 a.m. to 2 a.m. daily. **(Concerns have been raised by Karen and Michael Gilman of the Larchmont area)**
 - d. **Notice of next meeting and upcoming projects and presentations**
14. **Budget and Finance** **8:40**
- a. **Outstanding Business** – Orletha
 - b. **Status of Outstanding Invoices and Obligations, as well as status of Union Bank account**
 - c. **Approve all outstanding reconciliation reports for FY 2013/2014**
16. **Thai Community Development Center presentation, request and vote for up to \$1,000 (to be matched by Thai CDC) to maintain and improve East Hollywood Certified Farmer's Market** – Audrey Hollis **8:50**
17. **Update regarding HSDNC Office Space and City approval for office at 5500 Hollywood Blvd.** - Bill

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| 19. | Update and Discussion on Hollywood Community Plan – Ziggy | |
| 20. | Update and Discussion on Promise Zone designation and implications - Ziggy | |
| 21. | New Business | 9:25 |
| 22. | Adjournment | 9:30 |

The public is requested to fill out a "Speaker Card" to address the Board on any agenda item before the Board takes an action. Public comment is limited to two (2) minutes per speaker, but the Board has the discretion to modify the amount of time for any speaker. The public may comment on a specific item listed on this agenda when the Board considers that item. When the board considers the agenda item entitled "Public Comments," the public has the right to comment on any matter that is within the Board's jurisdiction.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the Board in advance of a meeting may be viewed at the scheduled meeting or by prior arrangement by contacting the HSDNC at 323.450.5097. In addition, anyone who would like a copy of any record related to an item on the agenda; please contact the HSDNC at number above. The Hollywood Studio District Neighborhood Council will announce at this meeting the location, day and time for its regular meetings and may also call any additional required special meetings in accordance with its Bylaws and the Brown Act. The agenda for the regular and special meetings is posted for public review at the following community locations: 1) Tidal Wave Restaurant, 6112 W. Sunset Blvd, 2) Bernstein Corner Grocery, 1280 Wilton Pl, 3) Lemon Grove Park, 4959 Lemon Grove Ave, 4) Produce For Less Market, 5059 Melrose Ave, and 5) Sunshine Thai Restaurant, 861 N. Western Ave

The Hollywood Studio District Neighborhood Council complies with Title II of the Americans with Disabilities Act and does not discriminate on the basis of any disability. Upon request, the Hollywood Studio District Neighborhood Council will provide reasonable accommodations to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure the availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting HSDNC at (323) 450-5097, or please send an e-mail that states the accommodations that you are requesting to chair@hsdnc.org

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL

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