

CITY OF LOS ANGELES

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD

OFFICERS:

COUNCIL

BOARD MEMBERS:

CALIFORNIA

Steven Whiddon
Chair
Tom Meredith
Vice Chair
T.B.A.
Treasurer
Jenny Weatherholtz
Recording Secretary
1370 N. St. Andrews Place
Los Angeles, CA 90072
PHONE: 323.461.0773



ANTONIO R. VILLARAIGOSA
MAYOR



Alex Alferov	Juri Ripinsky
Andy Schwartz	Kenneth Ostrow
Bill Zide	Leila Forouzan
Efrain Gonzalez	Luke Vincent
Felipe Corrado	Manny Rodriguez
Frank Valenti	Nathan French
Jennifer Moran	Narine Chobanyan
Jenny Weatherholtz	Steven Whiddon
Jirair Tossounian	Thomas Meredith

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL (HSDNC)

Minutes of Board Meeting

Monday, March 12, 2012

1. **Meeting called to order** at 6:41 p.m. by Vice Chair Tom Meredith, who welcomed community members in attendance

Who has not done ethics training? Efrain. *Must do before April meeting or will lose voting rights

Office update: will start office hours [building closes at 4:30pm; after those hours to use facility, must pay for Security]

Currently have open Board member positions, and are in need of someone taking over as Treasurer.

Helen Bernstein High School FIRST Robotics Team Update: Through CD 13, Transportation to/from event has been confirmed.

2. **Roll Call:** PRESENT: Alferov, Corrado, Forouzan, French, Gonzalez, Meredith, Moran (arrived later), Schwartz, Valenti, Vincent, Weatherholtz, Zide
EXCUSED: Whiddon, Ostrow, Ripinsky, Rodriguez, Chobanyan

4. **Review and Discuss Board Member Committee Participation** – Valenti
Frank asked each Board member to state:
 - a. What committees are you leading/involved in?
 - b. What committee do we need to develop? (i.e. beautification, media)
 - c. Ask for commitment to a committee by April 1

He indicated he will create a list of involvement for next meeting. Also worth noting who represents which areas of the NC.

Jenny W: Outreach committee, recording secretary, oversees website

Efrain: On Outreach committee, posts agendas, reps SM/Western neighborhood

Leila: Outreach recording secretary, oversees newsletter and updates website

Frank: Chair transportation/parking committee. Would like to see Media committee; beautification, school/spiritual (outreach specific to local schools, churches and businesses with religious affiliation)

Alex: Bylaws/Election, Traffic/Parking, Outreach (would like to work to increase relationships with under-represented zones of our neighborhood; tap into “wealth of wisdom” of our community members; increase community mentoring programs/events)

Nathan: Co-chair Outreach committee; wants to see continued outreach to our community – website, newsletter, physical bulletin boards; would like to see a finance committee.

Tom: Co-chair Outreach committee; Vice Chair; passionate marketing; would like to see us measure our Outreach with more surveys, etc.; oversees brochure; agrees need for finance committee.

Andy: PLUM vice chair; passion for keeping historical buildings restored in our neighborhood; need a finance committee.

Bill: Outreach committee; credits Outreach for hard work; would like to see us reach more members in our community and adding more diverse members to Board.

Felipe: Interested in being Treasurer and PLUM, Outreach committee; would like a stronger Finance committee and increase outreach to Hispanic community.

Luke: PLUM committee; attends Outreach meetings and sometimes Bylaws committee; helps post Agendas; would like to see a local hiring pool (maybe as a sub committee and work with our NC's)

Recap during break (informal conversations)

5. **Meet – Greet – Enjoy refreshments**

Tom: Plea to attendees, we need more committee members and help on our events.

3. **Public Comment on Non-Agenda Items** (2 min. per)

Chris Shabel: Studio Club School – would be good area for posting. She asked to be included in email updates from the NC. The info has been sent to Leila for inclusion in e-newsletter info.

Special Presentation by DONE General Manager BongHwan Kim

Mr. Kim touched on several topics:

- Elections decision delayed; waiting for City Council to pass ordinance enabling funding of \$650,000 for N.C. elections for FY 2013. This will allow for back-office support.
- Mayor’s Budget due on April 20, where ordinance will be voted upon
- Individual N.C.’s can encumber funds from this year’s allocation, and are encouraged to do so for outreach, signage, social media, etc. Submit Demand Warrant by May 16.
- DONE has never had a marketing budget; Empower L.A. is a project of civic engagement. It’s hoped that a citywide outreach effort will be launched to explain what the N.C.’s are about.
- City predicts at least \$150 million deficit in budget; likely a modest cut to NC funding program; G.M.’s were asked to submit budgets with 6 and 12% cuts.
- Suggests schedule visit from LAFD; can assign a fire station to our NC.
- Soonest date for elections would be September

Question: What will happen to encumbered funds if City Council doesn’t move forward on elections? He will do his best to honor... “enabling ordinances” will need to be passed from LA City Council by end of April in order to meet September date.

Mr. Kim thanked HSDNC for its efforts; City Council does pay attention to the NC's.

9. **Treasurer Report:** approximately \$36,000 left which needs to be allocated
8. **Board member vacancies,** applications: Jirair Toussounian (in attendance), Laurie Goldman, (not present), Jose Tores (unable to attend; Tom spoke to him this morning).
Jirair: Would represent District 6, has attended recent PLUM and Outreach meetings; would like to see more connection to community. Committee interests: parking and outreach
Jose: Represents District 5; has attended recent meetings; is a truck driver and is on the road and presently out of state.

Motion by French, second by Valenti and unanimously carried to select Jirair to Board

Motion by Valenti, second by Zide to select Jose to Board

YES: Corrado, Forouzan, French, Gonzalez, Meredith, Moran, Schwartz, Valenti, Vincent Weatherholtz, Zide

NO: None

ABSTAIN: Alferov, Toussounian

Motion passes

Alex will email HBHS student Maria Yepremian re her interest in pursuing Youth Board member seat. Her Candidate Statement was received 2 months ago.

10. **Outreach Committee**

- e. **Update on HSDNC Free Wi-Fi Initiative** in partnership with Open Neighborhoods
James Brennan from Open Neighborhoods gave an update on the project
 - Proposal was approved by HSDNC but funding got caught up in last FY ending issues but now funding is restored. Will connect HSDNC and blanket neighborhood
 - Funding for 3 high power antennas (range of 1 mile – 1.5 miles)
 - Currently scoping locations: need 2 – 4 stories, proximity to residential neighborhoods, good line of sight, access to internet link.
 - Outreach committee scheduling a planning meeting specifically about Open Neighborhood/our Wi-Fi project
 - Reaching out to local businesses and organizations for outreach and support working with Computers For Youth
 - HSDNC will be featured on site home page
 - Installation to be handled by Verizon within next month (once locations are secured).Question: How secure is privacy? Response: Each device has a built in firewall; access is open, not encrypted – tries to educate people on how to use internet safely.
Respond to complaints of abuse – and can block IP address of user (had one report of illegal movie download in mar vista)
Does not block specific sites
- f. **Discussion and possible action re Neighborhood Purposes Grant** request to fund up to \$3,000 for Fountain Community Garden for equipment and amenities
 - **Frank Gully**, two others from Fountain Community Garden, were present requesting up to \$3,000 for soil, hand tools, freshen and weather proof and other necessary items
 - Maintain bulletin board with one side for HSDNC
 - Also working with local non-profits, including PAF, Braille Institute, etc. and

working to increase outreach

- Could include links to HSDNC on Garden website and Facebook page, have liaison on board and encourage 20 – 30 workers/volunteers/members to come to HSDNC events and meetings.
- Garden holds community events; HSDNC would be invited/included.

Jirair visited garden and was concerned with graffiti; would like to see funds allocated to repaint bulletin board.

Alex Alferov recuses himself from voting and will not be participating in discussions;
(on Board for Fountain Community Garden)

Motion by Valenti, seconded by Zide, to fund up to \$3,000 for Fountain Community Garden.

YES: Forouzan, French, Meredith, Moran, Schwartz, Valenti, Vincent, Weatherholtz
Zide

NO: None

ABSTAIN: Corrado, Gonzalez, Toussounian

RECUSE: Alferov

Motion passes

Moran left the meeting at this time.

- a. **Discussion and possible action re Neighborhood Purposes Grant** request to fund up to \$800 for L.A.C.E.R. Afterschool Programs for LeConte Middle School Visual Arts Tile and Mural project

Linda Horner spoke on behalf of the project that includes instruction and permanent Installation of the tiles for a mural

Motion by French, seconded by Schwartz that NPG be funded up to \$800 for L.A.C.E.R. Afterschool Programs for LeConte Middle School Visual Arts tile and Mural project.

YES: Alferov, Corrado, Forouzan, French, Meredith, Schwartz, Valenti, Vincent,
Weatherholtz, Zide

NO: Gonzalez

ABSTAIN: Toussounian

Motion passes

- b. **Discussion and possible action re Neighborhood Purposes Grant** request to fund up to \$1,000 for L.A.C.E.R. Afterschool Programs at LeConte Middle School for sports equipment

Linda Horner spoke on behalf of the project; schools are cutting physical education and this grant would help provide students with uniforms and equipment for afterschool sports activities where local schools compete against each other. HSDNC support will be acknowledged and info will be given at parents meeting starting in September; suggests HSDNC rep attend a parent meeting; L.A.C.E.R. will post info of HSDNC support on website, newsletter as well as create banner.

Motion by French, second by Forouzan that HSDNC fund NPG up to \$1000 for L.A.C.E.R. Afterschool Programs at LeConte Middle School for sports Equipment.

YES: Alferov, Corrado, Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti,
Weatherholtz, Zide

NO: Vincent

ABSTAIN: Toussounian

Motion passes

- d. **Update on Community Bulletin Boards**

Area resident and Associate Architect **Courtney Hukel** designed the boards with the HSDNC Logo, and presented the specifications; it is anticipated that a volunteer will

construct the boards; they will have plexi-glass to protect from the weather, and will be attached with screws.

Thanks to Courtney for the design

c. Neighborhood Updates

- NU-LA Town Hall Meeting of February 17: Stephen Box reported the group is organizing CERT training; encouraged folks to sign up for 7-week course; next meeting is 4th Thursday of the month
- Melrose Hill – meets next Thursday, 7 p.m. at Lemon Grove Park
- Santa Monica/Western: Efrain said there was nothing new to report

Nathan said Outreach star of the month is Leila!

11. PLUM Committee

a. **Discussion and possible action re letter of support for Mayer Building project – ZA 2911-1318 (CUB)(CUX), restaurant/bar/lounge with alcohol sales at historic Mayer/Bricker building, 5500 Hollywood Blvd.**

- Property owner/developer Samir Srivastaba spoke on behalf of the project: This is last phase of the project and includes west facing ground level of the Mayer/Bricker building and rooftop deck; building is on historical register and developer wants to save and restore buildings
- Project would bring \$3 million in construction jobs; would use local workers
- Owns the parking lot; can park 158 cars

Vincent recused himself and did not participate in the discussion

Motion by Schwartz, seconded by Meredith, that project be supported per Recommendation of PLUM Committee

YES: Alferov, Corrado, Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti, Weatherholtz, Zide

NO: None

ABSTAIN: Toussounian

RECUSE: Vincent

Motion passes

b. **Discussion and possible action re letter of support for 5245 Santa Monica Blvd., DIR-2009-2065-DB. DIR-2012-38-SPR; two buildings containing 84 residential units and approximately 15,000 sq. ft. of commercial uses.**

- Architect Stephen Albert gave an overview of the project, which has a 5-story and a 4-story building with ground level courtyard and commercial; underground parking
- Parking entrance on Santa Monica Blvd., approximately 35 spaces allocated for commercial use
- Theory/hope to have pedestrian use of businesses
- Will have security cameras on site and in courtyard

It was noted that the project is not within the HSDNC boundaries but is adjacent to.

Motion by Forouzan, seconded by Vincent, that HSDNC support the project, per recommendation of PLUM Committee

YES: Corrado, Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti, Weatherholtz, Zide

NO: None

ABSTAIN: Alferov, Toussounian

Motion passes

- Developer to submit outline of requested letter

- c. **Discussion and possible action re 1254-58 Gower Street** – (Planning Tract Map No. VTT-67745) proposed Small Lot Subdivision; 12 homes at market rate (down from previously proposed 21 houses).
- Developers Art Simonian and Patrick Van Daele gave an overview of the project
 - It was noted that letters of support were submitted to the NC and Chris Shabel was present to praise the project, saying that the developers have been very responsive to neighborhood input; decreased height and increased parking
 - Question asked re greenery on Fountain side, and response was yes, there will be on parkway along Fountain; landscape design has yet to be finalized

Motion by Schwartz, seconded by Valenti that HSDNC issue letter of support of the project in concept, per recommendation of PLUM Committee

YES: Alferov, Corrado, Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti, Weatherholtz, Zide

NO: None

ABSTAIN: Toussounian

Motion passes

- d. Discussion and possible action re letter of support for Produce For Less Market, 5059 Melrose Ave., Los Angeles 90038, ZA 2011-3254(CUB); change of sale to include sale of cold beer in 6-pack or larger packages

- Market owner Mr. Kiwon Ban spoke on behalf of the request

Motion by Schwartz, seconded by Valenti, that the proposed letter of support be issued per recommendation of the PLUM Committee

YES: Corrado, Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti, Weatherholtz, Zide

NO: None

ABSTAIN: Alferov, Toussounian

Motion passes

6. **Approval of Minutes of January 9**

Motion by Valenti, seconded by Meredith, that the Minutes be approved

YES: Forouzan, French, Gonzalez, Meredith, Schwartz, Valenti, Vincent, Weatherholtz, Zide

ABSTAIN: Alferov, Corrado (who were not present at January 9 meeting), Toussounian

12. **Bylaws/Elections Committee** (view Bylaws at www.HSDNC.org)

Item tabled to next meeting

13. **Parking Transportation and Traffic Committee** – Valenti reported

- LA Reality Church did secure additional 200 parking spaces from old Sears building. Also reaching out to Grant elementary to secure more parking spaces. Have been meeting with reps from Church
- LA DOT: Angela Motta helping Frank set meeting
- Next committee meeting March 29 at Denny's, 6:30 p.m.

14. **Next Board meeting: April 9** – SMBCCS is not available. Other suggested locations were HBHS or Hollywood Forever Cemetery – later decided on Assistance League, 1370 N. St. Andrews Place, L.A. 90028

Next PLUM meeting is March 17

Next Outreach is March 27

Agenda items for next meeting: LAPD Hollywood office recreation room; Treasurer election

Meeting adjourned 9:24 p.m.