

CITY OF LOS ANGELES

HOLLYWOOD STUDIO DISTRICT  
NEIGHBORHOOD COUNCIL

CALIFORNIA

OFFICERS:

BOARD MEMBERS:

**Steven Whiddon**  
Chair  
**Tom Meredith**  
Vice Chair  
**Stanton Hamilton**  
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**Jenny Weatherholtz**  
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ANTONIO R. VILLARAIGOSA  
MAYOR



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

**HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL (HSDNC)**

**Minutes of Board Retreat (Special Meeting)**

Sunday, January 15, 2012

1. **Meeting called to order** at 1:11 p.m. by Chair Steven Whiddon
2. **Roll Call**  
**Present:** Alex Alferov, Leila Forouzan, Nathan French, Efrain Gonzalez, Tom Meredith, Jen Moran, Ken Ostrow, Juri Ripinsky, Manny Rodriguez, Frank Valenti, Jenny Weatherholtz, Steven Whiddon  
**Absent:** Phillip Avanian, Felipe Corrado, Stanton Hamilton (excused), Andy Schwartz (excused), Luke Vincent, Bill Zide (excused)  
**Community Members:** Maria Yepremian (HBHS), Ed Hunt, Genelle Le Vin, plus four guests
3. **Scope and Purpose** of Special Meeting: Organization and Outreach
4. **Public Comments on Non-Agenda Items** (2 min. per) – There were none.
5. **Review of our Accomplishments**
6. **Discussion and possible action re Mission Statement**  
**Motion** by Alferov, second by Valenti, to adopt following Mission Statement:  
To promote public participation in local government in order to respond to the needs of our community.  
**Roll Call:**  
**Yes:** Alferov, Forouzan, French, Gonzalez, Meredith, Moran, Ostrow, Ripinsky, Rodriguez, Valenti, Weatherholtz  
**No:** Whiddon  
**Abstain:** None
7. **Committee Updates** (Were asked to focus on successes and meeting schedules)  
**PLUM** (Ripinsky): Streamlined letter writing process  
**Outreach** (French): More active in 2011  
**Parking/Transportation** (Valenti): Becoming more responsive to neighborhood and solving one problem at a time. Current issue: parking around HBHS on Sundays; need formal letter to Church. Letters will be sent out next week; need a new note taker for the committee.

**Bylaws & Elections (Ostrow):** Had two meetings in 2011; next meeting is January 17<sup>th</sup>. In 2011, the Bylaws were revised successfully; BONC has given verbal approval and each neighborhood has its number/name. Minutes will be coming soon.  
Propose: meeting quarterly and have special meetings as needs arise.  
Recommendation: posting draft minutes to website (with clear DRAFT notation)  
Goal: posting draft minutes within 48 hours

8. **Discussion and possible action re completion of NC Elections Alternatives Survey**

1st: Hybrid (DONE and an Independent Election Administrator)

2nd: DONE only

3rd: Town Hall

**Motion** by Rodriguez, seconded by Meredith and unanimous vote

How to elect Board Members

- At poll only? Internet? Phone calls?

Hybrid of all above options being considered, but more information of “pre registration”

Elections vs. Selections

Elections = private ballot managed by City Clerk

Selections = public ballot managed by ourselves

NO to either option; please elaborate on cost for Election

10. **Discussion and possible action to fund up to \$1,000 for HBHS FIRST robotics competition.**

**Motion** by Ripinsky, second by Gonzalez: Contribution to the HBHS Robotics Team up to \$1,000, provided that our treasury balance is more than \$15,000; if balance reveals itself to be less than \$15,000 then HSDNC will only donate \$500. IF approved, purpose is to support students at our local high school, Team to report back at one future HSDNC Board meeting, and to have a HSDNC branded sticker/logo on robot.

**Vote:** Unanimous

Funding Limits: exist, but don't want to include in our bylaws and thus be restricted. Guidelines are \$500 or \$1000; need descriptions for each level of giving.

11. **Discussion and possible action re funding up to \$1,000 for renovation of the break room at Hollywood Police Dept. Tabled** until February meeting for lack of time.

9. **Discussion and possible action re Mayor's budget survey**

Due February 15th. All submit individually or submit as a group via an additional survey created by Leila. Survey link will be posted on our website and emailed out to full group.

**Decision:** all to complete

**Motion** by Meredith, seconded by Forouzan, that all complete the survey individually and at next meeting vote/approve Board survey results (compiled by Leila).

**Unanimous** vote

12. **Discussion and possible action authorizing Tom Meredith** as our Community Impact Statement liaison

**Motion** by Whiddon, seconded by Ostrow

**VOTE:** Unanimous

13. **Budget and Finance Update / deadlines / funding limits / committee budgets**

- Chair reminded Board that there is an outstanding processing fee of \$44 for shirt purchase voted in July, 2011; we need to process
- Committees will need to revise budgets for 2012 goals

14. **Outreach Updates**

**Holiday Party Survey Results:** Leila to present at February board meeting

**Email List:** Mail Chimp account set up; currently at 105 emails. Board members: please send any additional names/emails.

**Template** is coming from Erin (web designer): committee chairs responsible for content. Will create schedule for email blasts.

**Ideas:** phone tree blast for neighbors without email accounts

**Website:** add sections for each of the 7 districts to post events/meetings.

**Content:** pictures, content, stories – send to Jenny W.

**NULA:** Nathan met with organization and they have agreed to help hand out fliers

**Needs Assessment** within our community: required every two years?

**Outreach community** continue to be supportive of ongoing committees

**Neighborhood Bulletin Boards:** in local parks/areas within each of 7 sub-districts  
Local neighborhood to help post, maintain.

Bus stop/Bulletin Boards: certain use for public service

**Motion** by Whiddon, second by Meredith in support the spending up to \$750 to create/build/install bulletin Boards in local parks. (Spend up to \$250 for each board)

**HSDNC/EHNC:** Suggest joint coalition w/shared goals or shared vision statement.

Jen Moran will set first meeting of representative; other volunteers: Whiddon, Meredith, French, Ed Hunt

15. **Confirmation of duties:** Los Angeles Neighborhood Council Coalition (LANCC), HSDNC/EHNC rep (Jenny M), Timing (Manny), CIS (Tom), HSDNC Web site (Jenny), Mail Chimp/e-blasts (Nathan), Sound (Jenny W. to assist)

**Public Comment:** increase to 3 minutes? Discussion on limiting time for public officials, but not community members, and limiting presentations to 10 minutes w/5 minutes Q and A.

**Discussed Committee Chairs to submit updates** in writing in ADVANCE of meeting, which could cut length of meeting, and info could be sent with agenda.

16. **Grow and Expand Committees:** Chairs please work on this in 2012

17. **New Goals:** identify lead and resources needed.

**Communications:** press releases, art/logo template, Wifi, newsletter and e-blasts.

**PR firms in Hollywood** that would consider pro bono work?

**Media packet:** logo in eps

Have 1000 brochures

**Outreach** committee: new function to oversee this communication

**Mailings** through USPS (cost: \$300 - \$700); front/back mailer - could go out to an entire sub-district.

**Utilize** multiple methods of communication

**Blurb about HSDNC** to give HBHS parents via school site councils and emails.

**Include stories** in Eric Garcetti newsletter

**Frank:** on advisory board for HBHS STEM Academy

**Need Board members to attend** various community and school site council meetings to advertise/discuss/promote the HSDNC and specifically KTLA

**Manny:** get news story on KTLA

**Create one sheet** of mission/goals and next three events

**Hire someone?** PR writing copy, attending meetings.

**Rotating responsibilities** within the Board: take turns completing tasks as needed

\*NOTE: follow up with brochure designer: still owed payment?

**Ed Hunt:** need due dates for each of our goals, setting goal THEN plan on how to accomplish.

**Example:** Jose's neighborhood has 7,500 residents and NO acres of parkland. Can we set a goal to establish parkland in this area?

**Idea:** pay for first template, then accept Board volunteers to continue and work off template

**Steven:** to speak with Laurie Goldman to get PR contacts

**KEY:** growing committees

**Largest Goal:** to get people more involved

**Increase database** and outreach network to at least 1,000 within 12 months

**Jose:** block captains for each neighborhood to inform their neighbors and bring concerns back to the HSDNC. (If 50 captains have 10 team members each, then we have our 500 members)

Fliers or Phone Calls?

**Continue** with Community Walks – hand out brochures

**Need business cards**

**Four reports requested:** create Google doc to track ideas, resources, input, businesses, etc.

**Set clear concrete goals** – meet and organize around those goals.

**Steven:** asked for volunteers to clarify goals. Nathan, Tom, Juri, Ed Hunt and Jose to join.