

CITY OF LOS ANGELES
CALIFORNIA

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**SUN VALLEY AREA NEIGHBORHOOD COUNCIL (SVANC)
GENERAL BOARD MEETING MINUTES**

Tuesday, July 8, 2008

at Villa Scalabrini Retirement Center, 10631 Vinedale Street, Sun Valley, CA 91352

1. Call to Order, Pledge of Allegiance, Roll Call, SVANC Pledge.

President Mike O'Gara called the Meeting to order at 6:31 p.m. and led the Pledge of Allegiance.

Board Members present: Susan Bartlett (late), Mary Benson, Manuel De La Torre, Frank Felix (late), Karina Vallas (late), Danielle Harmon, Vinita McClennon, Lee McTaggart, Louis Medina, Julie Monroy, Mike O'Gara, Carmen Perez, and Elidia Vasquez.

Board Members absent: Dionisio Alcalá (excused), Tina Cameron (excused_/unexcused_?), Rafael Cardenas (excused_/unexcused_?), Jon Eshbach (excused), Stephen Franklin (excused), Raul Gonzalez (excused_/unexcused_?), Jerry Piro (un_/excused), Exiquio Ruiz (excused_/unexcused_?), Art Sweet (excused_/unexcused_?), and Nancy Vasquez (excused).

Ten of the 24 Board Members were present at the beginning of the Meeting, which is a quorum, and the business of the Council could be conducted. (The SVANC Bylaws count seven Board Members as a quorum.)

Also present were approximately 15 Stakeholders and Guests.

[The following report was given after Item #3.]

1A. Opening Remarks: The Citywide Plan for Neighborhood Councils requires that stakeholders assess their local Neighborhood Council every two years.

Mr. O'Gara encouraged Stakeholders to complete self-assessment surveys; voter registration forms are also available for citizens. He wrote a letter to LAPD (L.A. Police Dept.) (911 in progress / emergency; 311 non-emergency; lapd.org) Foothill Division Captain Joseph Curreri regarding getting the AutoView license radar patrol car operating again. Laura Chick, L.A. City Controller (213-978-7200; <http://www.lacity.org/ctr>), is attending our next General Board Meeting; we may hold it at Fernangeles Park or Poly High School.

[The following report was given after Item #1A.]

2. Review, correct and approve minutes from our June [General Board] Meeting

MOTION (by Ms. Benson, seconded by Ms. McTaggart): to accept the June 10, 2008 General Board Meeting Minutes as written.

MOTION PASSED by a unanimous hand vote.

[The following report was given after Item #1.]

3. Emergency Personnel from Fire and Police Departments

Michelle Rodriguez, LAPD Foothill Division Senior Lead Officer (818-634-0755; 31020@lapd.lacity.org), announced the Police's National Night Out, August 5th at 5 p.m. at Stonehurst Park. It's "a real supportive, fun event for the community." Many catalytic converters are being stolen from cars, sometimes 20-30 at a time. "If something doesn't look right, generate a call" to the police. Tell a Motor Officer if commercial trucks are using public streets as a parking lot; they "can coordinate with the DOT" (L.A. Dept. of Transportation) (311) and issue tickets. Also, it's illegal to live in any vehicle on any City street. It's time-consuming to tow vehicles; the police must "use time wisely" to investigate. Esther Vasquez, LAPD Officer (818-634-0854), distributed a "North Hollywood Area Basic Car 15A3: (June 1st to June 30th, 2008)" flyer and noted increased gang activity due to school being out; remember to lock your car.

4. Presentation/announcements from elected officials or their representatives

Antonio Sanchez, East Valley Area Director of Neighborhood and Community Services for Mayor Villaraigosa (818-778-4990; antonio.sanchez@lacity.org), distributed flyers about and announced an upcoming "Hire L.A.'s Youth" event (213-580-7599; hirelayouth.com) "to help 16- to 24-year olds find jobs." There will be resume and job interviewing workshops. There are "Gang Reduction and Youth Development Zone" programs in Pacoima and Panorama City. He also distributed flyers about and announced that Hubert Humphrey Park will be open until midnight "with positive activities." Bus pickups and drop-offs will be available.

Ruben Zaragoza, Field Deputy for L.A. City District Six Councilman Tony Cardenas (818-771-0236; cell phone 818-322-7185; ruben.zaragoza@lacity.org), introduced himself. Community Beautification Grants workshops will be held in August and applications will be accepted until October 21st. They're for traffic medians, murals, and more. He distributed flyers about the San Fernando Business Watch, which will meet on July 15th and discuss security and homelessness. The Watch meets every third Tuesday at 8:00 a.m. at City National Bank, 8012 Vineland Avenue, at Strathern Street. He's working with Olga Ayala, Field Deputy for Councilman Cardenas (818-756-7558; olga.ayala@lacity.org), on these issues.

Stakeholder Sandy Hibarger distributed flyers about and announced a blood drive for Providence Holy Cross Hospital July 12th, 11:00 – 5:00, at Plaza del Valle in Panorama City.

Mr. O’Gara distributed flyers about and announced an LAPD Car Show on July 26th at Grace Community Church [13248 Roscoe Blvd.].

5. Comments from D.O.N.E. representative

Grayce Liu, Neighborhood Empowerment Analyst, L.A. Dept. of Neighborhood Empowerment (DONE) (office 818-374-6851, cell 323-972-7805; grayce.liu@lacity.org), announced a Board Members Training August 16th at the Braude Center in Van Nuys. DONE is seeking Board Members’ input regarding funding procedures.

6. Public Comment

Stakeholder Cile Borman displayed a Hansen Dam July 4th Celebration banner and thanked the NC for their support. She hopes to make the event the biggest NC outreach event of the year.

Ms. Benson read a Certificate presented to the NC by L.A. City District Seven Councilman Richard Alarcon (818-756-8409; lacity.org/council/cd7) through Ms. Borman, who also displayed tote bags with supporting NCs’ names on them that were given away at the Celebration.

Joaquin Macias, Field Deputy for L.A. City District Two Councilwoman Wendy Greuel (213-473-7002; joaquin.macias@lacity.org), announced a City Services event on July 20th, 9:00 a.m. – 12:00 p.m. at the Sportsman’s Lodge.

Stakeholder Karl Kunak encouraged people to attend the Land Use Committee’s July 28th Meeting.

Stakeholder Michael Samashina of a Homeowner’s Association announced that they meet the second Tuesday each month. New trees were planted on Glenoaks Blvd and he thanks the City, though three trees need maintenance. A sign there needs repair; Ms. Bartlett responded that it will be repaired. Mr. Samashina will e-mail a list of the above items to Mr. O’Gara and Mr. Macias will work with him.

7. Presentation: Assemblyman Alex Padilla’s office advocating for SB 1420 requiring restaurant franchises with 15 or more locations to list nutritional info and SB 1598 authorizing property owners or landlords to prohibit smoking tobacco products in an entire rental property, or any part of the property, including individual units.

Mr. O’Gara introduced Gemma Jimenez, Field Deputy for State 20th District Senator Alex Padilla (818-901-5588; dist20.casen.govoffice.com), who distributed an “SB 1420 – Padilla: Nutritional Labeling on Menus and Menu Boards” flyer and spoke about State Bill (SB) 1420, which is “still being worked out.” Local support is also needed. “The Senator believes you should be well-informed when making your food choices . . . to be an informed consumer.”

8. Board Member comments

There were no Board Member comments.

Committee Reports

President

Mr. O’Gara “said what he wanted to say.”

Treasurer

Mr. O’Gara reported that Ms. Monroy had to leave due to illness.

Land Use

Ms. Benson reported that the Committee met on June 23rd. They need volunteers and are working “very hard to bring business back to San Fernando Road,” especially around Branford Street, where 40 acres containing 537,000 square feet is being proposed by the owners for industrial use. The Committee supports the City Planning Commission’s goals in developing industrial property. Also, the Committee needs input regarding the Edmore Place and Olivia Terrace area, where a developer wants to build a housing project and is proposing to build improvements to Verdugo Mountain Park, including a staging area, in connection with the project. Ms. Bartlett said that a Business Improvement District status was not pursued due to a lack of business participation except by five large businesses.

Outreach

Mr. O’Gara remarked that the Committee needs volunteers.

Bradley Landfill ad hoc

Mr. O’Gara indicated that the Committee needs a new Chair and volunteers. He met with the DOT regarding the Penrose Street freeway off-ramp deterioration. The DOT agrees that it needs repair, and he’s also working with Councilman Cardenas’ Office. He’ll change the Committee name to reflect its “broader” mission.

Ad hoc Office

Mr. O’Gara announced that the Committee will meet in the NC Office.

UNFINISHED BUSINESS

9. Report from Jon Eshbach on outreach conducted at Hansen Dam on July 4th

Mr. O’Gara noted that we already heard from Ms. Borman.

10. Discussion about any developments regarding nameplates

Mr. O’Gara noted that we already heard about this from Ms. McClennon at last month’s [General Board] Meeting.

11. BRIEF Discussion of cleaning the mural on the Swap Meet wall at San Fernando Rd. and Penrose St.

Ms. Bartlett reported that the Sun Valley Residents Association is “willing to put in \$1,500” to clean the mural and she’ll talk with the Swap Meet about contributing.

[The following report was given after Item #16.]

12. Discussion To identify a brand SVANC through nameplates, business cards, banners and stationary (Benson). It was said at the June Meeting that Julie Monroy would design something for business cards Elidia Vasquez will check on printing costs at POLY print shop.

It was noted that it would cost \$48 for 2,000 envelopes with a color logo.

NEW BUSINESS

13. Motion/Discussion/Vote to spend a sum of money up to \$30,000 to have SVANC logo in the crosswalks of the rejuvenation project on Sunland Blvd/Vineland Blvd. Also possible other embellishments.

Mr. O’Gara met with the Rotary Club and explained that the crosswalks on Sunland Blvd. – Vineland Ave. between San Fernando Rd. and Strathern St. are being redone; bus stop lighting will be added. L.A. Bureau of Street Services employees Robert Gutierrez, Landscape Architect Supervisor, (213-847-0881; robert.gutierrez@lacity.org), and Audrey Netsawang, Landscape Associate (213-847-0901, audrey.netsawang@lacity.org) distributed a “Sun Valley – Sunland Boulevard between San Fernando and Strathern” photos and diagrams handout, and displayed photos and different design possibilities, while Mr. O’Gara described color and design options and preferences. The Chamber of Commerce and Rotary Club agree with this.

DISCUSSION: There was extensive discussion regarding logo material performance and options. The material is warranted for seven years. The Bureau of Street Services would have approval of the choices and only one design will be used for the entire project. Councilman Cardenas’ Office can do some street maintenance as part of the project.

MOTION (by Ms. Benson, seconded by Ms. Vallas): to allocate up to \$16,000 (sixteen thousand dollars) to put the Sun Valley Area Neighborhood Council logo in the crosswalk medallion design.

MOTION PASSED by a hand vote with seven in favor and three (Ms. Bartlett, Ms. Harmon, and Ms. McTaggart) opposed.

14. Motion/Discussion/Vote to approve the budget for fiscal 2008-2009

Mr. O’Gara noted that more than \$138,000 is available. A printed “[SVANC] Budget for Fiscal 2008-2009” was distributed.

MOTION (by Ms. Benson, seconded by Ms. Vazquez): to approve the amended Sun Valley Area Neighborhood Council budget as proposed.

DISCUSSION: The postage cost is for mailing the newsletter.

MOTION PASSED by a voice vote.

15. Reconsider the motion from last month's [General Board] Meeting.

Mr. O'Gara distributed a flyer with samples and explained business card design options. He believes that we need cards with individual Board Members' names on them.

MOTION TO RECONSIDER (by Ms. Benson, seconded by Ms. McTaggart): to purchase generic Neighborhood Council business cards versus cards with each Board Member's name on them.

MOTION PASSED by a voice vote.

Ms. McTaggart relayed printer specifications.

16. Motion/Discussion/Vote to purchase business cards with Board Members' names on them; purpose: to enhance community outreach.

MOTION (by Ms. Benson, seconded by Mr. De La Torre): to allocate up to \$750 to purchase business cards with Board Members' names on them.

DISCUSSION: Ms. McTaggart noted that it could cost up to \$30 per 1,000 cards.

MOTION PASSED by unanimous voice vote.

17. Report from Mary Benson on her trip to Planning Seminar.

Ms. Benson reported on the State of California Parks and Recreation Trails and Greenways Conference May 28-30. Grant money, the Rim of the Valley project, and a possible Tujunga Wash Trail were discussed. The City has not gotten any of the \$54 million the State has granted for this since 1988 and we can bring some of that funding to the Sun Valley area. Trail maintenance and training funding are also available. The State wants some organization to maintain the Trail area before funding it. She made many good contacts, including with the National Park Service and other trail coalitions. Ms. Benson would like to create a Committee regarding improving Verdugo Mountain Park

18. Fill out together the anonymous Board Member questionnaire.

Mr. O'Gara led the Board through completing the Self-Assessment Survey. There was brief discussion regarding some of the questions as the Board completed the Survey. Ms. Liu collected the Surveys.

19. Adjourn

Mr. O'Gara declared and it was agreed to **ADJOURN** the Meeting at 8:45 p.m.