

CITY OF WEST HOLLYWOOD
Eastside Task Force
DRAFT MINUTES
TUESDAY, JUNE 25, 2013
PLUMMER PARK PUBLIC MEETING ROOMS 5 & 6
7377 Santa Monica Blvd
6:30 P.M. – REGULAR MEETING

CALL TO ORDER:

The meeting was called to order by Staff Liaison Lisa Belsanti at 6:28 p.m.

PLEDGE OF ALLEGIANCE: Michael Poles led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Lisa Andreson, Adam Bass, Rob Bergstein, Chad Blouin, Carlos Florez, Michael Jay, Alicia Matricardi, Ruth Williams

Ruth Williams excused herself at 8:39 p.m.

Michael Jay excused himself at 9:03 p.m.

ABSENT: Steve Levin

STAFF LIAISON: Lisa Marie Belsanti, Senior Management Analyst
Elizabeth Savage, Director of Human Services & Rent Stabilization

RECORDING SECRETARY: Bobby Safikhani, Administrative Specialist IV

OATH OF OFFICE

Lisa Belsanti administered the Oath of Office for newly assigned member Chad Blouin.

APPROVAL OF AGENDA

Motion was made by Ruth Williams and seconded by Lisa Andreson to approve the agenda. Motion approved.

APPROVAL OF MINUTES:

Motion made by Ruth Williams and seconded by Lisa Andreson to approve the May 28, 2013 meeting minutes. Motion approved.

PUBLIC COMMENTS

GEOFFREY BUCK, WEST HOLLYWOOD, spoke regarding Plummer Park and plans for renovation. He also discussed posting of announcements and city trees having space for roots.

MICHAEL POLES, WEST HOLLYWOOD, spoke regarding road conditions on Greenacre.

STAFF COMMENTS

Elizabeth Savage announced the opening of inclusionary housing in July.

Lisa Belsanti thanked the public for coming out and joining tonight's meeting and emphasized the importance of public participation. Lisa asked that Rob Bergstein review the Task Force's framework for new members of the public joining the meeting. Lisa introduced independent facilitator Don Maruska to the public and explained dual setups for the scheduled study session.

ADJOURN MEETING FOR WORKSHOP WITH FACILITATOR

The Task Force adjourned for a study session at 6:43 p.m. and reconvened at 9:10 p.m.

STUDY SESSION WITH FACILITATOR DON MARUSKA

Facilitator Don Maruska introduced himself to the public and advised the task force of tonight's agenda. Don provided a layout of what needs to be accomplished for the remaining meetings. He also explained that two questions asked by the task force members at the previous meeting regarding the possibility of a BID and a nighttime farmers market were going to be addressed by staff.

Maribel Louie introduced herself to the public and members of the task force and addressed questions regarding the possibility of a BID and the farmers market. She explained what exactly a BID entails and the process of forming a BID. She explained that there are currently three active BIDS and the city is working on a fourth. Maribel introduced Laura Biery, Economic Development Analyst, to the task force members as a contact in City Hall for the business community.

Maribel also spoke regarding the possibility of starting a nighttime farmers market at Plummer Park. She mentioned that the Sunset Strip Farmers Market was formed by the Sunset Strip BID. She also spoke regarding the process of forming a farmers market and issues the current farmers market on Sunset Blvd initially faced. Lisa Belsanti mentioned the possibility of starting "First Friday" on a smaller scale and inviting food trucks.

Don Maruska reviewed options discussed by the task force members in the previous study session to encourage public engagement. Don then asked the members to provide pros and cons to each option.

During the study session Rob Bergstein initiated a motion to limit the session to the task force members only. The motion was seconded by Lisa Andreson and passed unanimously.

STATUS QUO – NO CHANGE

CONS

- Waste of time if we don't do anything
- Area will change regardless
- Not adequately engaging neighborhood residents and businesses
- Loss of voice

- Helplessness
- Won't be able to execute on actions

PROS

- Status quo is evolving
- Good ideas for changing conditions and lifestyle

NEWSLETTERS AND PUBLICATIONS

CONS

- Feels like a flood of the same information (clean data base)
- Residents don't seem to get the information—need more mailings
- Too little, insufficient
- Shortcomings of delivery (consider other options—more immediate and direct)
- Other options better—email, forwardable
- Not exciting

PROS

- Flyer for this evening—colorful, gets attention; use consistent branding
- Create joint meetings with community participation
- Needs to be short, relevant bullet points to people's interests
- Posters in neighborhood stores
- Include a few lines of "why care"
- Shorter, punchier, easier to digest, digital
- Need a mix

DEVELOP AND DISTRIBUTE OUTREACH "TEASER"

CONS

- Don't know audience, how to communicate (need to check with developers)
- Doesn't go far enough; need multifaceted approach, engage neighborhood to be more connected, maybe block captains for personal connection (can you use Neighborhood Watch)
- Need to do for existing residents as well
- Source of content and who pays?

PROS

- Can use existing materials
- With more information, people will get more involved, engaged
- Focus on community services that people need
- Encourage businesses to do coupons
- Community building—welcoming to the Eastside of West Hollywood
- Connect with Westside Rentals
- Use existing events as opportunities for outreach
- Know public safety connections to enhance responsiveness

ENGAGE DEVELOPERS TO SHARE VISION AND PLANS

CONS

- NONE

PROS

- Dispels myths and provides reality of information
- Capitalize on new planning and information tools

INVITE CITY STAFF TO NEIGHBORHOOD GATHERINGS

CONS

- Scheduling of meetings and availability
- Priorities for City staff resources

PROS

- City staff shows up and is helpful
- Humanizes City Hall—people feel more connected

CREATE AND MAINTAIN A FACEBOOK PAGE FOR THE EASTSIDE

CONS

- Who will run, monitor, and maintain it?
- Major resources needed
- Doesn't work for everyone

PROS

- Could be very connective
- Lot more detail, visual, engaging, at their own pace
- If limit membership participation, may overcome problems
- Builds community
- Very efficient to blast out messages on information and events

ESTABLISH A FEW MAJOR COMMUNITY EVENTS

CONS

- Needs time and money to make it happen—need to figure out how to be self-sufficient—figure out how to generate money
- Will it be sustainable? Oversight? Is it a good use of time?
- Requires public security and other expenses
- Many people need to be involved

PROS

- Grassroots approach with food trucks at existing concerts—volunteer interested
- Just requires one good idea that works well (Hollywood Cemetery)—get data base of attendees
- Visiting the Park creates return interest
- Could be an events committee
- Have done with National Night Out
- Promote community interaction and neighborhood businesses—put in area that will help locals
- Create theme—art or fitness or some other activity

ESTABLISH AN ONGOING CITY-SUPPORTED EASTSIDE GROUP

CONS

- If formal, seems set apart from rest of City. More effective to be integrated in existing structures within the City (Commissions, etc.).
- Better to have it be more truly community-based and community-directed. Boards or groups elect members.
- Formal group with Brown Act constrains how we function.
- Doesn't allow opportunities to take direct action.

PROS

- Can accomplish results.
- Constant reminder and voice from Eastside.
- Gives some legitimacy to what is done.

ESTABLISH A COMMUNITY BASED EASTSIDE GROUP

CONS

- Duplicate existing structure such as Neighborhood Watch
- Lack of infrastructure support
- Difficulty maintaining enthusiasm
- Zero budget for outreach

PROS

- Center City group has demonstrated results—City listens, businesses get involved, accomplish results—lots can get done.
- Can capitalize on existing Neighborhood Watch structure and other groups
- Need something to galvanize interest and engagement

Don Maruska asked the Task Force members to prioritize the options discussed. Seven ETF members participated in noting preferred and acceptable options.

# preferred	# acceptable	Option
0	0	a. Status quo
3	1	b. Use existing newsletters and other publication
2	2	c. Develop and distribute an outreach "teaser"
3	2	d. Engage developers to share vision and plans
0	0	e. Invite City staff to neighborhood gatherings
1	3	f. Create and maintain a Facebook page for Eastside
5	2	g. Establish a few major community events
5	1	h. Establish an ongoing city-supported Eastside Group
1	2	i. Establish a community-based Eastside group.

Facilitator observed that g and h had broadest support and b, c, and d appeared to be acceptable or desirable additions from the respondents' perspectives.

RECONVENE FROM STUDY SESSION

The Task Force reconvened from a study session at 8:40 p.m.

TASK FORCE COMMENTS

Carlos Florez mentioned the idea of holding City Council meetings on the Eastside.

Lisa Andreson spoke regarding Prop 8, Doma and the press conference and rally to follow.

PUBLIC COMMENTS

MICHAEL POLES, WEST HOLLYWOOD, spoke regarding more public engagement and public involvement with future study sessions.

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke regarding previous success of the Bicycle Task Force was complemented by public engagement. He also spoke regarding Great Hall/Long Hall.

AMY BOJANOWSKI, WEST HOLLYWOOD, spoke regarding development notifications.

CATHY BLAVIS, WEST HOLLYWOOD, spoke regarding a farmers market at Plummer Park and community outreach for the remaining meetings.

STEPHANIE HARKER, WEST HOLLYWOOD, discussed obtaining more input from the community on the East Side of the city. She also discussed representation on Commissions from the east side. Stephanie also discussed restoration of Plummer Park.

CHUCK FISHER, WEST HOLLYWOOD, emphasized the importance of involving the Russian community.

MIKE DOLAN, WEST HOLLYWOOD, spoke in support of the Plummer Park Project.

STAFF COMMENTS

Elizabeth Savage discussed various services provided to the Eastside community. Services included were Block by Block Ambassador Services, new Cityline routes to better accommodate the eastside, a new Cityscape newsletter and the newly launched WeHo Direct.

Lisa Belsanti discussed the upcoming Prop 8 decision, DOMA and a planned Rally after the decision is announced.

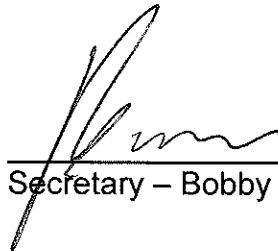
NEXT AGENDA

- A. Review and update study session priorities.
- B. Discussion about implementation of community engagement recommendations.
- C. Preparation of draft report back to Council.

ADJOURNMENT:

Motion was made by Rob Bergstein and seconded by Adam Bass adjourn to its meeting scheduled Tuesday, July 23, 2013 at 6:30 p.m. in rooms 5 and 6 at Plummer Park.
Motion approved and The Eastside Task Force adjourned at 9:13 p.m.

UPCOMING MEETING SCHEDULE: 2013				
DATE	DAY	TIME	MEETING TYPE	LOCATION
July 23	Tuesday	6:30 p.m.	Regular	Plummer Park
August 27	Tuesday	6:30 p.m.	Regular	Plummer Park



Secretary – Bobby Safikhani