

CITY OF WEST HOLLYWOOD
Eastside Task Force
DRAFT MINUTES
TUESDAY, MAY 28, 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 Elizabeth Savage at 6:32 p.m.

PLEDGE OF ALLEGIANCE: Mayor Abbe Land led the Pledge of Allegiance.

ROLL CALL:

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

ABSENT: Michael Jay

STAFF LIAISON: Roderick Burnley, Project Development Administrator,
Elizabeth Savage, Director of Human Services & Rent Stabilization

RECORDING SECRETARY: Bobby Safikhani, Administrative Specialist IV

City Manager Paul Arevalo and Mayor Abbe Land thanked and expressed the significance of the task force member's time and effort.

APPROVAL OF AGENDA

Motion was made by Steve Levin and seconded by Lisa Andreson to approve the agenda with an amendment to item VIII to include an initial vote on whether or not to elect a chair/vice chair. Motion approved.

APPROVAL OF MINUTES:

Motion made by Ruth Williams and seconded by Adam Bass to approve the April 23, 2013 meeting minutes. Motion approved.

PUBLIC COMMENTS

CATHY BLAIVAS, WEST HOLLYWOOD, discussed the nomination of the historic preservation of Great Hall- Long Hall at Plummer Park.

STEPHANIE HARKER, WEST HOLLYWOOD, thanked staff for posting signage for the Eastside Task Force meetings in Russian as well. She discussed the need for public outreach to encourage members of the community to attend future Eastside Task Force meetings.

ADJOURN MEETING FOR WORKSHOP WITH FACILITATOR

The Task Force adjourned for a study session at 6:50 p.m. and reconvened at 8:40 p.m.

STUDY SESSION WITH FACILITATOR DON MARUSKA

Facilitator Don Maruska introduced himself and addressed the task force in regards to the objective and structure of the task force itself.

Elizabeth Savage presented issues/concerns collected from previous meetings, including a previous study session which took place on a Cityline Bus tour. Elizabeth displayed these concerns on boards showing where issues would be addressed through departments within the City and corresponding commission/advisory boards.

The task force was asked to address "what currently works" and "what needs attention" in regards to the Eastside. They were also asked who "active stakeholders" in the community and task force are. Facilitator Don Maruska wrapped up the study session by asking the task force members what their hopes were and options that would help engagement on the Eastside.

WHAT NEEDS ATTENTION?

- Neighborhood watch system needs to be updated
- Communication throughout the city to increase public awareness
- La Brea Ave requires attention to increase safety and visual appeal
- Response from City Staff: Code Compliance and Planning
- Public safety concerns during development/construction
- Diagnostic information for use of Athens

WHAT'S WORKING?

- Framework for City works very well if public gets involved
- City Hall staff
- Code Compliance

ACTIVE STAKEHOLDERS

- Russian community
- Business owners
- Families with children
- New residents – Monarch Development Residents
- Renters within the community

HOPES

- Residents will have someone at City Hall to help resolve general issues
- West Hollywood begin branding itself to differentiate itself from surrounding cities
- Eastside come together, develop trust and move forward in the same direction
- Citywide events that will bring people to the Eastside
- Increased public safety
- Events that will allow residents to get together and meet one another
- Residents get more involved in day to day activities
- Establish a visible presence on the Eastside for special events
- Development of a visitor's center for the Eastside
- Establish a B.I.D. on the Eastside
- Marketing of West Hollywood
- Placement of a Sheriff Station on the Eastside

OPTIONS THAT WOULD HELP ENGAGEMENT ON THE EASTSIDE

- Get the Eastside Task Force to discuss the consideration of a permanent body representing the Eastside
- A swap meet
- Monthly neighborhood meetings with City Staff, possibly linked to a farmers market
- An electronic newsletter
- Add a separate area on our current newsletter for Eastside specific issues
- Facebook for the Eastside
- Identify new major events – possibility of food and music at Plummer Park with street closures

RECONVENE FROM STUDY SESSION

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

DECISION TO ELECT CHAIR/VICE CHAIR

Motion was made by Steve Levin and seconded by Ruth Williams not to have a chair/vice chair. Motion passed with 6 yes, 1 no, 1 absent and 1 abstain.

TASK FORCE COMMENTS

Ruth Williams spoke regarding the facilitator that was brought in to support the task force and supported the direction the task force was moving towards.

Steve Levin spoke regarding the facilitator that was brought in to support the task force and supported the direction the task force was moving towards. He also reiterated the goals of the task force.

Chad Blouin discussed the possibility of a permanent board representing the eastside. He mentioned the possibility of commissions forming subcommittees for eastside representation. Chad also discussed blue lights going down Fountain Ave.

Carlos Florez requested feedback in regards to whether or not the task force has enough time to achieve its goals.

Rob Bergstein spoke regarding the facilitator that was brought in to support the task force and supported the direction the task force was moving towards. Rob spoke against the idea of a permanent board for the eastside however supported a Sheriff substation on the Eastside.

Lisa Andreson spoke regarding the facilitator that was brought in to support the task force and supported the direction the task force was moving towards.

Alicia Matricardi discussed the idea of forming a B.I.D for the eastside or a similar structure.

Adam Bass spoke regarding the facilitator that was brought in to support the task force and supported the direction the task force was moving towards.

PUBLIC COMMENTS

CATHY BLAIVAS, WEST HOLLYWOOD, discussed her support of the direction the study session.

CHARLES FISCHER, WEST HOLLYWOOD, spoke regarding B.I.D.'s and the B.I.D Tax that would be compelled on local businesses.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding redevelopment funds and Plummer Park. She also discussed the possibility of council representation on the eastside.

STAFF COMMENTS

Staff presented four design variations for fliers to be distributed to increase public engagement for future Eastside Task Force meetings. Flier design 3 was approved for distribution with 3 votes.

NEXT AGENDA

- A. Pros and Cons of options given by task force members in study session and viable alternatives for Eastside public engagement (workshop with facilitator)
- B. Formation of a B.I.D.

ADJOURNMENT:

Motion was made by Ruth Williams and seconded by Rob Bergstein to adjourn in memory of Lieutenant Jimmy Farrell of the Los Angeles County Sheriff's Department to its meeting scheduled Tuesday, June 25, 2013 at 6:30 p.m. in rooms 5 and 6 at Plummer Park. Motion approved and The Eastside Task Force adjourned at 8:56 p.m.

UPCOMING MEETING SCHEDULE: 2013				
DATE	DAY	TIME	MEETING TYPE	LOCATION
June 25	Tuesday	6:30 p.m.	Regular	Plummer Park
July 23	Tuesday	6:30 p.m.	Regular	Plummer Park
August 27	Tuesday	6:30 p.m.	Regular	Plummer Park


Secretary – Bobby Safikhani