

CITY OF WEST HOLLYWOOD
Eastside Task Force
DRAFT MINUTES
TUESDAY, FEBRUARY 26, 2013
PLUMMER PARK PUBLIC MEETING ROOMS 5 & 6
7377 Santa Monica Blvd
6:30 P.M. – REGULAR MEETING

I. CALL TO ORDER:

The meeting was called to order by Staff Liaison Lisa Marie Belsanti at 6:31 p.m.

II. PLEDGE OF ALLEGIANCE: YOLA DORE led the Pledge of Allegiance.

III. ROLL CALL:

PRESENT: Lisa Andreson, Ruth Williams, Rob Bergstein, Alicia Matricardi, Adam Bass, Carlos Florez, Jennifer Dunbar, Michael Jay, Steve Levin (present but excused himself at 7:28 p.m)

ABSENT: None. Steve Levin excused himself at 7:28 p.m. shortly after Item IX.

Staff Liaison: Lisa Marie Belsanti, Senior Management Analyst
Recording Secretary: Bobby Safikhani, Administrative Specialist IV

Staff: Elizabeth Savage, Interim Director of Human Services & Rent Stabilization

IV. ADMINISTRATION OF EASTSIDE TASK FORCE MEMBERS OATH OF OFFICE

Mayor Prang administered the Oath of Office and congratulated the members.

V. PUBLIC COMMENT:

YOLA DORE, WEST HOLLYWOOD, congratulated the newly appointed members and spoke regarding the public safety issues for the physically challenged and senior citizens.

KEVIN BYRNTON, WEST HOLLYWOOD, expressed concerns regarding The LaBrea Streetscape and spoke in support of bicycle lanes. He also spoke in support of the idea of a field trip on the eastside using City Line.

SAM BORELLI, WEST HOLLYWOOD, expressed concerns with public safety at the Ralphs grocery store.

ROXANNE MCBRYDE, WEST HOLLYWOOD, expressed concerns with bicyclists running over dog walkers. She also expressed concerns that dog walkers were not being cited for leash laws and picking up dog waste.

VI. CITY CLERK COREY SCHAFFER – BROWN ACT

City Clerk Corey Schaffer spoke regarding the Brown Act and basic Parliamentary Procedures. He also encourages everybody to vote in the upcoming election.

VII. CODE OF CONDUCT

City Clerk Corey Schaffer spoke in regards to the code of conduct pertaining to the task force.

VIII. COMMISSIONER AND ADVISORY BOARD MEMBER HANDBOOK

City Clerk Corey Schaffer spoke regarding the Commissioner and Advisory Board Member handbook.

IX. TASK FORCE FRAMEWORK

Lisa Marie Belsanti provided an overview of the framework for the members of the task force. The task force members raised a range of issues and concerns relevant to the Eastside as possible topics to explore at future meetings and there was consensus among members to agendaize a staff led exercise aimed at the development of a work plan or prioritization plan for the next meeting. Consensus was reached on a range of broad topics that encompassed the priorities raised by each member, those broad topics included the following:

- Quality of Life
- Public Safety
- Future Development/Land Use
- Infrastructure
- Business Development
- Eastside Engagement

Specifically, the task force members raised the following priorities during the framework discussion:

- Development of a work plan
- Development of a SWOT Analysis (Strengths Weaknesses, Opportunities and Threats)
- Raising outcome based issues and initiatives
- Establishment of subcommittees
- Resources and tools available
- CityLine tour
- Crosswalk and intersection safety
- Homeless issues
- La Brea Streetscape Project
- Ralphs Grocery management
- Dog leash and dog waste citations
- Crime Statistics presented by LASD

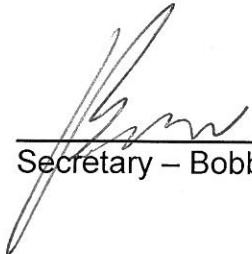
- Communication between LASD and LAPD
- Parking issues
- Retail mix
- Public Building mix
- Presentation of former Eastside Project Advisory Committee accomplishments
- Use of Project for Public Spaces model for analysis
- Prostitution
- Code Compliance issues
- Development issues
- Plummer Park
- Proximity to Schools
- Importance of the Russian Community
- Balance of visitors, businesses and residents
- Traffic and mobility
- Community Outreach
- Community Engagement
- Business signage and facades
- Business Improvement Districts
- Engagement of new residents and incoming demographics
- Loss of Redevelopment Agency and associated tools and funding
- Presentation from Transportation staff
- Beautification

X. FUTURE AGENDAS

- A. ELECTIONS OF CHAIR AND VICE-CHAIR
- B. WORKPLAN DEVELOPMENT
- C. CONSOLIDATING AND PRIORITIZING EASTSIDE ISSUES

XI. ADJOURNMENT:

The Eastside Task Force adjourned at 8:30p.m to its meeting scheduled Tuesday, March 26, 2013 at 6:30 p.m. in rooms 5 and 6 at Plummer Park.


Secretary – Bobby Safikhani