

**MINUTES
EASTSIDE WORKING GROUP
CITY OF WEST HOLLYWOOD
MAY 14, 2014
6:30 P.M.**

**PLUMMER PARK COMMUNITY CENTER,
7377 SANTA MONICA BOULEVARD, ROOM 5,
WEST HOLLYWOOD, CALIFORNIA 90069**

1. CALL TO ORDER

The meeting was called to order at 6:30 p.m. by Bianca Siegl.

- A. Pledge of Allegiance
Jared Meisler led the Pledge of Allegiance.
- B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

Working Group Members and public were reminded to speak clearly into their microphones to accommodate the public record tapes and the hearing-impaired.

- C. Roll Call

Working Group Members present:
Cathy Blaivas, Justine Block, Chad Blouin, Rica Burton, Michael Dolan, Jared Meisler, Jeanine Olander, Andrew Rakos, Jesse Slansky, Jeff Yarbrough, Neal Zaslavsky

Working Group Members absent:
Lisa Andreson, Marina Berkman, Carlos Florez, Emily Gable

Staff present:
Bianca Siegl, Senior Planner
Georgia Sheridan, Associate Planner
Danny Casillas, Administrative Specialist III
Andrea Nelson, PMC
Jeff Henderson, PMC

- D. Approval of Minutes
Motion: Approve minutes, Working Group meeting of April 9, 2014

Moved: Justine Block
All Aye

Second: Michael Dolan

Motion passed.

2. PUBLIC COMMENT

Yola Dore, WEST HOLLYWOOD, spoke about safety in the area.

Lauren Meister, WEST HOLLYWOOD, spoke about development on Harper Avenue.

Rob Bergstein, WEST HOLLYWOOD, introduced himself as the Human Services Commission Liaison.

Stephanie Harker, WEST HOLLYWOOD, spoke about the cooling center needing to stay open later and population growth.

3. NEW BUSINESS

A. General Plan Overview

Bianca Siegl gave an overview of the General Plan and introduced Jeff Henderson.

B. Eastside Demographic Profile

Jeff Henderson presented the Eastside Demographic Profile.

Andrew Rakos asked from where the 2012 information was culled.

Jeff Henderson said it came from the American Community Survey.

Andrew Rakos asked how numbers work based on square mileage regarding the division of west side and east side.

Bianca Siegl estimated it was one third of the city.

Andrew Rakos pointed out that there is a large shift in the under 5 year old population.

Neal Zaslavsky said that citywide population is down from previous census.

Andrew Rakos asked if there are any comparisons of language variables over time.

Jeff Henderson said that there is not much comparable data, as the way of collecting information has changed.

Neal Zaslavsky said, from his previous experiences, that there was a decline in spoken Russian language.

Jesse Slansky stated that he felt the statistics are slightly misleading based on citywide vs. east side and he wants to be sure that the information provided is analyzed correctly.

Neal Zaslavsky asked if there is any breakdown of information of home affordability regarding east side vs. the city as a whole.

Jeff Henderson pointed out that the information regarding affordability is available in the Housing Element.

Andrew Rakos suggested considering whether the current demographic trends are to be stopped or to allowed to continue.

C. Preliminary discussion of topics for Eastside Community Plan

The Working Group broke into small groups to identify key issues to be addressed in the Community Plan and then reported their ideas back to the Working Group.

D. Eastside Tour Coordination

Bianca Siegl confirmed that the Eastside Tour would occur May 31, 2014 at 9:00 a.m.

E. Next Agenda

Bianca Siegl outlined the next agenda.

4. WORKING GROUP MEMBER COMMENTS

Andrew Rakos stated that demographics will change by 20% with the five new developments on the east side.

5. PUBLIC COMMENT

No item

6. ADJOURNMENT

Action: The Eastside Working Group adjourned at 8:40 p.m. until the next meeting on May 31, 2014, 9:00 a.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, West Hollywood, California 90069

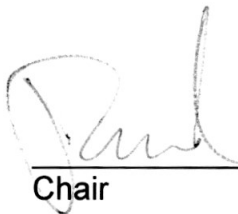
Moved: Justine Block

Second: Andrew Rakos

All ayes.

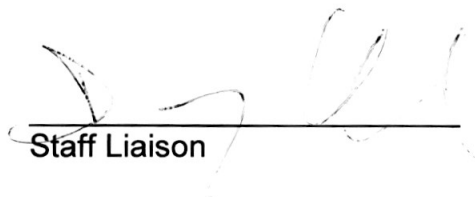
Motion passed.

APPROVED BY MOTION OF THE EASTSIDE WORKING GROUP THIS 11TH DAY OF JUNE 2014.



Chair

ATTEST:



Staff Liaison