



an insider look at city hall

CITYWATCH

citywide edition

February 27, 2006
Volume 4 Issue 8

CityWatch Today-The Mayor and the City Council are about to appoint a commission to review the LA Neighborhood Council system. Even though the Mayor told NCs back in September that he thought this commission should be created organically ... his word, meaning from grassroots up ... it's looking more and more like Neighborhood Councils will have very little direct representation on it.

One of the reasons is because city government is rarely creative and visionary and tends to operate most often in the "that's-the-way-it's-done" culture.

Another reason is that Neighborhood Councils haven't taken the commission, and its potential impact, very seriously yet. We address that very issue **Today in CityWatch** ("Sounds of Silence").

We also periodically like to offer you a self-help piece. This issue the subject is **outreach**. Kenny Beardsley takes you through the steps for creating a simple outreach tool that works. We hope you find it useful. -Editor

Say What?

"The public should see democracy in action. What are they afraid of?"

--Councilman Bill Rosendahl
Complaining about the City's penchant for closed meetings.



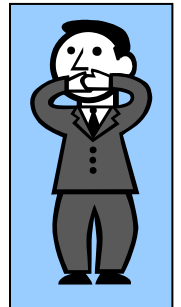
Perspective

Sounds of Silence: NC Voices Quiet on 912 Review Commission Subject

By Ken Draper

Hear that eerie silence wafting across the city? That's the sound of hundreds of muted Neighborhood Council voices. Voices missing in the development discussions for the Charter-mandated Review Commission that will soon be appointed and then will make recommendations on changing LA's Neighborhood Council system.

The Charter requires that the Mayor and the City Council appoint a commission "no later than seven years after Charter adoption" to evaluate the NC system and to "make recommendations regarding changes to the Charter or the Regulations." This soon to be appointed group has been called the Evaluation Commission, the Review Commission and now in favor, the 912 Commission ... after the section in the Charter from whence its authority comes.



Be Heard

The Review Commission is on the Education & Neighborhoods Committee agenda for Tuesday, February 28. The committee will meet at 9 a.m. at City Hall (Rm 1060).

Of course, the Charter also requires city agencies to provide Neighborhood Councils with early notification and sufficient time to consider and provide advice on actions they are about to take. For example, the appointment of this commission.

The Education and Neighborhoods Committee has been agendizing the Review Commission discussion for some months now. Despite the fact that it didn't make the cut on a number of occasions and that E & N meetings are now unfairly and inconsiderately being held at 9 a.m. in the morning, they will argue that this is the early notification and this is the opportunity for NCs to provide their Charter-mandated advice.

The problem is, NCs have been notably absent from the table. The handful of usual suspects has offered up their ideas ... and some have provided written wisdom for the record. But the numbers and the passion required to influence the committee has simply not materialized. Neighborhood Councils appear willing to let the City Council or the CLA determine their fate.

There are some who think concern about the work of this group is wasted energy. They see the group as relatively benign and the process as mostly perfunctory. There are others who see the potential for serious damage ... even if inadvertent ... to the NC system. **See Page 6. "Perspective"**

CityWatch Op & Ed

GuestWords

Lesson from Community Forum: Homeless Problem Not Intractable

By Tom LaBonge

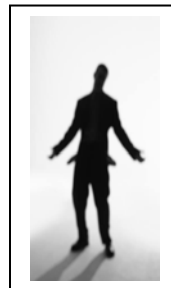
I attended a symposium sponsored by the Los Angeles Times this week entitled, "Saving the Homeless," and came to a much greater understanding of our city and region's challenge in addressing this serious and seemingly intractable issue.

BackStory

The Los Angeles Times hosted a symposium on homelessness ("Saving the Homeless") as part of the publication's Times in the Community series. The program received critical acclaim. LA Councilman Tom LaBonge was in attendance and offers this personal report.

What I came to find out is that the homeless problem is, in fact, not intractable. Other major cities, notably New York, have met this challenge with impressive success. And so much so, as LAPD Chief Bill Bratton recounted, that it is actually rare to see a homeless person anywhere on the streets of NYC today where 15 years ago it was estimated that 100,000 homeless slept in subways, parks, alleys and just about everywhere else.

What has made the difference in New York is a comprehensive approach to meeting the complex needs of homeless individuals, from the time they are taken to city shelters to when they are found permanent housing and perhaps employment. As you might expect the price tag is high, about \$750 million a year from New York City's general fund alone, not including additional millions from other public entities as well as private foundations and organizations.



••••• See Page 2. "Homeless Problem Not Intractable"

Copied on a Memo

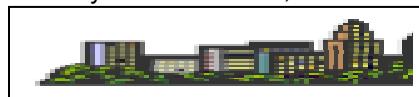
Date: February 23, 2006

Memo To: Councilmembers Greuel and Weiss

Urgent Subject: **SAVING AFFORDABLE HOUSING**

About a week ago I emailed you and asked to have a meeting. I haven't heard back from you. I presume a meeting would be with your planning staff people to discuss the concerns over **SB1818** and the implications for removing existing affordable housing in Valley Village, given the Orange Line transit corridor designation etc.

Given the City's experience with **Lincoln Place** and **Chase Knolls**, there's a **loss of affordable housing issue** that has already been identified, but no inclination or direction that I am aware of, to address that issue. I've raised the concern a number of times including the January PLUM hearing that discussed SB1818. One of the purposes of the meeting is to find out what if anything is being done to address the issue: how successful the City is or will be in addressing the loss of existing affordable housing. The short response from Planning is it's not an issue now, well, the issue has arrived.



See Page 7. "Saving Affordable Housing"

CITYWATCH

The E-Newsletter for LA's NC's

February 27, 2006
Volume 4 Issue 8

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CITYWATCH is published to encourage grassroots civic engagement through information, ideas and perspective.

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BLOG SOUP



(Stories, ideas, comments of interest, scored from blogs & websites around Los Angeles.)

Rosendahl vs. the Establishment

The handicapped and the elderly are next to be evicted. LA Weekly's Linda Immediato takes on the Lincoln Place tenant vs. AIMCO struggle ... and the Bill Rosendahl vs. the city council culture struggle.

On City Council's penchant for closed meetings, Immediato quotes Rosendahl: "the public should see democracy in action. What are they afraid of? When meetings are closed ... there's no accountability."

From: "The Miseducation of Bill Rosendahl" (www.LAWeekly.com)



Watts Angry Over Bell Termination

Tim Watkins and other Watts residents are beside themselves with anger over the termination of Jamiko Bell from the staff of the DONE. Bell was one of the very few effective providers of city services in Watts and among the limited number of city workers who had the love and respect of Watts's residents. Bell's assistance significantly contributed to the certification of the Watts Neighborhood Council and her loss to the community is regarded as tragic. Tim is asking DONE General Manager Greg Nelson, what was he thinking?

From: THIS AND THAT (www.wavenewspapers.com)



District 2 Board of Ed Will Impact Everyone

Can the LA Mayor bully yet another election success out of the voters and continue to pack the City's government with supporters? This time, the District Two Board of Ed race is the prize.

Writer David Zahniser sets it up: *It's fitting that the March 7 election for an open school-board seat is in the neighborhoods surrounding Belmont Learning Complex, a cavernous, half-built high school that sits next to downtown Los Angeles. After all, the school board shuttered ill-fated Belmont---now a ghost campus of textured cinder block and unfinished playing fields --- amid warnings that a fault line underneath the campus would produce a devastating earthquake.*

An earthquake did indeed hit the district last year, with the election of Mayor Antonio Villaraigosa, whose campaign promise to take over the Los Angeles Unified

School District upended the politics of the seven-member school board ...

See next column

NCs Paying for Sidewalk Repair: Just a Way to Cut NC Funding

Do not be deluded. Councilmember Greig Smith's urging of Neighborhood Councils to use their city funding to pay for sidewalk repairs (CityWatch-February 13-"The Sidewalk Fix is in") is just another way to cut the funding to Councils.

This is the responsibility of the city. I don't believe the people who worked on the Charter Commissions and the voters who went to the polls in 1999 envisioned Neighborhood Councils being funded with sidewalk repair money.

--Dr. Aaron Naftziger
Woodland Hills

Kudos

Many many thanks for the CityWatch. Your writing is so well placed. I forward all your publications to my Land Use Committee members. Pinpointed and accurate accounting of the happenings of our beloved city.

Totally thankful for all your efforts into this,

--Daniel H. Villegas, Land Use Chair
North Hills West NC



Thank you for sending me the newsletter each month. The articles are timely and well written and have vital information for us all.

--William M. Mac Neil, Alternate
Greater Wilshire Neighborhood Council



From previous column

The Mayor has a dog in this hunt, Monica Garcia, and unions and others are resistant and plotting their own support.

Zahniser analyzes the election and its potential impact on the education scene in LA in "All About Breaking Up—Antonio plays the bully in this school-board race"—(www.laweekly.com)



Just Maybe, the Problem is Baca Himself

It seems the LA County Sheriff's Department is letting blood without a tourniquet in sight. Marc Haefele questions Sheriff Lee Baca's competence and examines ills the department faces. Haefele notes: "Lee Baca, in whom so many of us paced such high hopes, could end up being the first LA Sheriff in over a century to be ousted after a single term."

From: Dead or Alive by Marc B. Haefele (www.laalternative.com) ▶ ◀

CityWatching**City Out of Time on Sunshine Canyon Renewal; Tuesday is Deadline**

Tuesday, February 28, is decision time for the City's Council on the Sunshine Canyon renewal. It is the deadline on the contract extension agreed to by the City and Browning Ferris, the landfill owners. The contract is for five years.

The City has limited options to weigh. Among them: trucking LA's trash to other, more distant, locations at an immediate cost that would be more than Sunshine Canyon is offering. (*City Council meets Tuesday at 10 a.m. Get complete agenda: www.lacity.org and click on Calendar.*)

Independent Audit of DWP Due

The DWP included a water rate increase in their 2006-07 budget. As a result of the NC/DWP MOU, and City Council action, an independent financial review is now required before the DWP can send a proposed rate increase to Neighborhood Councils and the City Council.

The required audit has been underway since late last fall and, we are told, is due out "any day now."

NC Congress Continues Growth

The Canoga Park and Historic Cultural Neighborhood Councils have ratified the Charter and joined the NC Congress. There are now 35 Neighborhood Councils on board.

Next LA NC Congress Senate meeting: March 4 at 10 a.m. (*Info: www.LANCCongress.org*)

BONC Canceled; Meeting Time Missing from Agenda

The Board of Neighborhood Commissioner's February 21 meeting had to be canceled at the last minute because the posted agenda did not include the meeting time. The City Attorney's office made the decision.

The meeting was scheduled for the Lincoln Heights community. Stakeholders and area NC representatives were allowed to speak in Public Comment. The February 21 agenda will be continued to the March 7 meeting.

Deadline for Neighborhoods USA Conference: Friday, March 3

The 2006 Neighborhoods USA Conference is scheduled for May 24 in Kansas City. LA Neighborhood Councils are permitted to use their city funding to cover the trip and event costs for board members who wish to attend, however, the first informal count of those attending is due this Friday, March 3.

(For complete info on the Neighborhoods USA Conference, including deadlines, workshops and costs: www.lacityneighborhoods.com. To provide the first informal count for your NC, email or call Milena Albert at; milena.albert@lacity.org or 213.473.5115.) ■



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CITYWATCH DayPlanner

City Council

February 28 & Mar 3 (10 a.m.)

City Hall (Council Chamber)

March 1

Council in recess

- Tuesday—Sunshine Canyon (BFI contract) back before Council

Education & Neighborhoods

February 28 (9 a.m.)

City Hall (Rm 1060)

- NC Review (912) Commission continues

BONC

Tuesday, March 7 (6:30 p.m.)

Expected but not confirmed:

- Status: Vermont Harbor
- NC Review Commission
- NC Funding Program
- Report from BONC Ad Hoc Committee on NC Outreach

LA NC Congress (Senate)

Saturday, March 4 (10 a.m.)

Info: www.LANCCongress.org

Public Safety

Monday, February 27 (10 a.m.)

City Hall (Rm 1010)

- Moonlighting by LAPD employees

Animal Services Board

Monday, February 27 (10 a.m.)

City Hall (Rm 1060)

Ad Hoc River Committee

Monday, February 27 (3 p.m.)

City Hall (Rm 1060)

Info and Technology

Tuesday, February 28 (2 p.m.)

City Hall (Rm 1010)

Fire Commission

Tuesday, February 28 (1 p.m.)

City Hall East (Rm 1830)

- Controller's audit recommendations

PLUM

Tuesday, February 28 (2 p.m.)

City Hall (Rm 350)

- Rosendahl resolution re: AIMCO (Lincoln Hts tenants)

Need to Know

Hosting Political Debates

A mini-political season is upon us.

*Take a quick refresher course
On rules that apply when hosting
Political debates or meetings.*

As city entities, there are rules that ensure fairness.

www.lacityneighborhoods.com

click on: Reference Library>Legal Advice



CITYWATCH: KNOWMORE

Hollywood Heights Neighborhood Assn

Emergency Preparedness Fair

Saturday, March 4 (10-1 p.m.)

Hollywood United Methodist Church

6817 Franklin Ave

Info: www.hollywoodheights.org

COPPS Meeting

Tuesday, February 28 (6 p.m.)

Port Complex

100 W. Fifth Street, San Pedro

Olympic Park NC

Health, Wellness, Safety Fair

May 20 (10-2 p.m.)

Queen Anne Park Rec Center

Info: www.olympicparknc.org

DONE Congress of Neighborhoods

June 17

LA Convention Center

LANI Forum

May 18 (7:30-2:30 p.m.)

USC Davidson Conference Center

Info: www.lani.org

Perspective-From Page 1

The City's legislative advisor proposes that each City Council member appoint a member of the Commission and that the Mayor appoint two. History tells us that a number of those appointments will go to cronies as opposed to persons with the knowledge, expertise, dedication and skill to serve.

We know that every election loser, rule breaker or "wronged" stakeholder will be there to explain why the system has failed and needs to be junked or totally rewritten. There will be those with causes: Redefine the stakeholder. There will be crusaders: No outreach, no funding. There will be anti-NC forces trying to seize this opportunity to diminish the influence of Neighborhood Councils. There will be reformers and limelight specialists on the Commission. A commission with no NC representation and accountable only to the City Council members who appointed them.

This commission could provide recommendations that could alter, not just a procedure or two, but the very Neighborhood Council concept.

Maybe you're alright with that. Perhaps you're appalled by the thought. Either way, you're leaving the result in the hands someone else if you to continue to remain silent and uninvolved. ■



Homeless Problem Not Intractable-From Page 2

Los Angeles, Bratton said, is constrained in its effort to encourage homeless persons to be helped or take shelter because the ACLU has successfully sued to prevent their removal from city streets by law enforcements and social service workers, citing an infringement on civil liberties.

"Los Angeles' homeless situation is a national disgrace," Bratton said. "Shame on us for using the excuse of civil liberties in order not to help people."

*"LA homeless situation is a national disgrace."
LAPD Chief Bratton*

The forum was arranged by the Times as part of its Times in the Community series in response to the outcry in City Hall and elsewhere after the newspaper ran a series by columnist Steve Lopez

profiling the life of one of Skid Row's more unusual residents, Nathaniel Harris, who has a talent and passion for playing the violin but suffers from serious mental and emotional illness.

The series caught the interest of Mayor Villaraigosa, who walked one night with Lopez through the homeless encampments just blocks from City Hall, to see the extent of the problem. The Mayor, in his address to the forum, pledged that his administration would make good on his promise to help build transitional housing units and bring more resources to the area.

NIMBYism Secondary Issue

The subject of NIMBYism as it relates to building homeless shelters and service centers outside the central core was a secondary issue, but one that demands that all of us in elected office do our part. One of the arguments against concentrating homeless services in one area is that it exacerbates conditions leading to greater incidents of violence, drug abuse, etc. I was particularly grieved to hear that an estimated 10 thousand children live on the streets of L.A.

My takeaway from this forum, which also included a representative of LAMP, Dr. Marvin Southerd, head of L.A. County's mental health services department, and Santa Monica Mayor Pro Tem Bobby Shriver, was that there is enough momentum this time to turn the tide. *(Tom LaBonge is Los Angeles Councilman for the Fourth District.)* ■

Legal Tips

Who Gets the House? Are you sure?

Thinking about adding a loved one as joint tenant on the title to your house?

Avoid a Court Action

Here are some things to consider first. If a creditor ever gets a court judgment against the other joint tenant, the creditor can start a legal process that can end with you, the 'good' joint tenant, co-owning 'your' house with a stranger.

Face the Tax Issue

If the property appreciates between the time you add your friend or child's name and the time you die, your survivor might face capital gains taxes that she would avoid if you gave her the property in your will or trust instead.

There might be other issues as well, depending on your situation.

An Ounce of Prevention

Talk to your lawyer to decide whether joint tenancy is best for you.

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Saving Affordable Housing

From Page 2

The first Ellis Act notices to vacate and remove from the rental market more than 50 affordable units in two separate affordable rent apartment buildings have been issued in Valley Village. The vacation notices are vague as to, once the sites are cleared of these low rent buildings, when they would be redeveloped and with what. Tenants in another large affordable project 3 or 4 blocks from that site have been notified of intention to demolish those units in two multi family buildings in order to construct condos. Tenants have contacted the NC for direction and assistance. All of this activity before any approval of the more generous development entitlements under SB1818. What are we in for?

Alarmed tenants showed up Wednesday night at the regular NCVV Board meeting and were directed to Wendy Greuel's office since that project is located in her district. As I indicated earlier, more Ellis Act projects are on the way. The loss of this existing housing is not the result of building on single family multi family zoned infill lots, but the elimination of large stable multi family housing projects already providing affordable housing, to be taken to create more expensive non affordable housing. Almost all new multi family developments on the City early notification reports track the huge increase in the apartments to condo development trend.

Affordable Housing Crisis

The State legislature has already declared an affordable housing crisis, reflected in the zoning changes and generous development entitlements being considered under SB1818. There should be some way to override the Ellis Act, given this declaration of crisis, short of litigation.

The housing impact issues being raised by these newest development twists need to be discussed and addressed. Going to Sacramento to get Arnie to pony up money for affordable housing is great PR but let's find some way to address and stop the loss of what we've got, in spite of the Ellis Act, before we worry about getting State money, not to add to the supply, but in effect, replace the existing supply. I don't know what the answers are but we need to get together looking for them.

When can we have that meeting?

Thank you.

Tom Paterson

Tenant Subcommittee
Land Use Development Committee
Neighborhood Council Valley Village



**CITYWATCH:
PASS IT ON**

CityWatch

2006 Assignments

◆ Are There Issues with the NC Issues Congress?

A handful of dissidents raise questions about the NC Congress. Are they real? Or the work of egotists who are upset they were left out of the loop and afraid of losing control?

◆ For NCs, the Mayor Has Promises to Keep

How good is the Mayor's word?

◆ The Best LA City Council Ever?

Our panel and our readers have opinions

Next CityWatch:

March 6 ...

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Next!

CITYWIDE ALLIANCE OF NCS

- √ Councilman Alex Padilla
- √ Deputy Mayor Larry Frank
- √ New LA Planning Director
Gail Goldberg

March 28 (8:30 – 1)

www.allncs.org

for details.

Mark your calendar
An NC MUST!

Outreach 101**Complete How-to: Easy to Produce Agenda-Flier is an Outreach Winner**

By Kenny Beardsley

There's really no secret to announcing monthly Board/Stakeholder meetings in your community. There are just different ways of doing it, some more effective for your constituents than others. What you'll read here is how the North Hills West NC decided to proceed with a regular means of announcing their meeting, whether it's for regular get-togethers or for special events.

Outreach

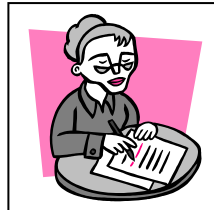
Of the challenges Neighborhood Councils face, so-called "outreach" has to top the list. The North Hills West NC has a successful and popular Agenda/Flier Program. Here is an easy to use, detailed, step-by-step primer on how it's done. We hope you find it helpful. This is one in an occasional series.

Early on, we found the telephone seems to be a little intrusive, so we left our phone tree for announcing special events at the last minute, or for following up on commitments made by Stakeholders to supporting an event plan already in progress. What will be reviewed here is the way we felt the Outreach need was best met for Stakeholders in our area, which is by mailer.

Any NC that is funded will have few problems using this method, but some time is required by ONE person to do the organizing. In addition to that one person

is a computer, or access to one, that has a printer, preferably. This way, your "publisher" can look at his own work and decide the overall look that you want your "flier" to look like.

Find a "Publisher"-Usually, at least one person (Stakeholder) in an NC has a computer with some kind of a publishing program installed on it. Even the computer at a local church you might belong to has some kind of program like this for printing church bulletins and announcements. A number of Microsoft operating systems have a publishing program built right into the suite. We use PCs, because more people seem to have PCs in their homes, rather than Macs, although Macintosh has more art and graphic operating systems to choose from. For the sake of this article, we'll call the NC person you want to undertake this announcement task the Publisher. He should have some basic computer skills, skills that can be learned by book or taught by another person. Keep it simple to start, and add features that compliment your work and attract the attention of more readers as your skills develop.



What do you want to say? Now, determine what you want to announce to your neighborhood each time you post a flier/agenda. We include all the details about where and when we meet, who we are, why we're posting, and that we would like everyone who qualifies as a Stakeholder to participate at NC meetings. This is usually incorporated into our "headline," at the top. We include a map, our ENS locations, contact information, and the City suggested disclaimers that should appear in some form, stating that our meetings are public meetings and we do not discriminate. We have interpreting assistance available through DONE, along with handicapped assistance if it's needed for the visually, or hearing impaired, etc. We also include a reconsideration notice as well as a note regarding how any grievance is handled, should it arise.

Help Shape The Future Of Health Care In Los Angeles and America

LA Health Care Community Meeting

March 4
LA Convention Center
(Free meals/parking)

Tell the President & Congress what you want changed.

Get details now!
Citizenshealthcare.gov
800.679.3684

By the time all these written materials are put on paper, half of your available space is already taken up, so the remainder will go for your proposed agenda for the next meeting, which should be written (typed) in outline form, so it appears organized and is easily understood. We found that paper 11 inches long doesn't provide enough space for everything we wanted to include, so we moved up to "legal" size paper length of 14 inches. This way, your print is large enough to read at a comfortable distance.

See Page 9. "Outreach"

Outreach-Continued

Your computer is your friend: Next, it's time for the computer to assist you. Familiarize yourself with all the tools your publishing program has available for you to use, such as text boxes, the inserting of pictures, and how to change the sizes of these boxes so your work will "fit" into them.

You will have to know how to change print fonts and points (sizes) so your articles will fit, also. It's easier than you might think because there are two variables here: the box size and the print size. Make boxes larger than you think necessary to start with, and reduce the box size so your work looks planned and professional. Computer basics are required for all of these phrases to make sense, so if you don't understand any of them, ask for some help.

You've now have a bulletin: Now, the rest of your work can be placed in these boxes you've created and moved around on the page to create your own "look." You've now created your own bulletin for posting on a board: just print out what is on your screen. **BE SURE TO SAVE AND TITLE YOUR WORK**, because you will use it again and again, in the future, replacing old agenda items with new, so almost all of the time in laying out your flier is spent on the very first one. We use a different color paper each time, just to keep our publication from becoming boring and looking like anything else you might receive in the mail or have handed to you, but more on this later.

I, then, open another "new" blank sheet and place a box with our return address, my postal mailing permit number, and the words, "To current resident or" just above where an address label would be placed, following a typical fold of your finished product. You now have two documents that will represent the front and the back of your flier.

How to save money mailing: We mail by "bulk" to save money. A permit can be purchased for around \$250 per year from your Post Office, and you must



mail a minimum of 200 pieces to use your permit each time. A good suggestion is to open your account with \$500. This is addition to the annual \$250 fee. You will have to replenish your account, from time to time, as it becomes low on funds. Our Treasurer drops by the Post Office, when I alert her, and makes deposits of whatever dollar figure I feel is a reasonable one, considering

anticipated postage for the next several months. Since I have been told that NCs are agencies of the City of Los Angeles, we do not qualify for non-profit status. But even without that, mailings cost about 12¢ less per piece than regular first-class postage. Be sure to check with your local Post Office clerk to see what mailing methods best suit your council needs and budget.

Lists and labels: Most NCs have some sort of a database to keep track of everyone who regularly attends meetings, as well as members of your board...ALL of your Stakeholders. We put all this information on the Microsoft computer program "Excel." Through the programs "Word" and "Excel," by using the "tools" pull-down menu and selecting "mail merge," we can convert the Excel data into address labels, automatically, right on the computer. As with all computer processing, directions must be followed carefully, and help panels will always be displayed next to your work on the screen, should you need them, right along with any directions that are needed to complete a task.

You will want to save and title your address list as well, whether in Excel form or Word form.

See Page 10. "Outreach"

Tell us what you think.
Editor@CityWatchLA.com

**We
 Don't
 Report
 The
 News ...**

**We
 Report
 What
 The
 News ...**

Means.

**CITYWATCH:
 KNOWMORE**

...

Outreach-From Page 9

Through the years, we've amassed a mail count that ranges between 400 and 500 names, addresses, phone numbers and e-mail addresses. These are the people who, at one time or another, have expressed an interest in receiving



future mailings. What I do to keep the Outreach aspect of our mailer alive is to skip a space on my data sheet, then include the addresses of all of the new people that have moved into our area from the newspaper, but I only send them two issues of our agenda/flier. For those new addresses that show up on our meeting sign-in sheet, I move up into the other section of regular Stakeholders, since I now have a name, phone number, etc. to go along with this new address. All other names are deleted if there's no response after two issues. This keeps your list fresh each month.

Ready for printer: At this point, you have a front, a back, and sheets of address labels ready for any copy store. It makes no difference whether you walk in with your sheets of paper and labels, or copy your work onto a disc, although you should ask which your printer prefers. Some print shops have copiers that are unable to transfer from disc directly to the machine, so find out first by asking wherever you go. A good shop to do your printing is Kinko's, although you may prefer another shop that's closer to you or offers a better price. Be sure to ask the printer how best to copy your address labels for you, too. I found that, at 69¢ per sheet of 30, it's cheaper to have the printer make my labels than it is to do them myself.

Now, your printer and you can work together with what you have to finish your flier. At your option, some print shops have mailing services available, if you choose to use them...at additional cost, of course. I choose to use the folding and labeling of fliers a good excuse for the Publishing Sub-committee (consisting of 5 Stakeholders of Outreach) to gather at my home once a month, and we talk about anything, including council matters as we fold and label all of our mailers. We've found that it takes 5 people about 2 hours to complete 450 fliers, ready to be dropped off at the Post Office. That's not too bad, and we only do this once a month. The following morning I take all the finished agendas to the bulk counter at my PO, along with the filled-out form that will accompany all of your bulk mailings and drop them off...**job finished.**



Cost review: My costs for this are modest, considering this is an ongoing Outreach endeavor. For 450 fliers, (our geographic population is barely over 20,000) the printer charges me around \$60, total, and my postage runs around \$110, at today's new prices, per month. This extends to a quarterly expense of only \$510 out of our quarterly allotment of \$12,500! It's very affordable, with, of course, room to expand.

It works: Our Stakeholders, we're told, really look forward to receiving this monthly publication. They know exactly what will be discussed the next meeting and always have contact information should they need it. (*Kenny Beardsley is Secretary/Publisher, North Hills West Neighborhood Council.*)

If you have questions or comments for Mr. Beardsley, write: Editor@CityWatchLA.com. ▣

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