

**COMMITTEE MEMBERS**

Maria Cermeno - **Chair**

Jennifer Clark

SheRise Ford

Veronica Jimenez

Zaid Diaz-Arias (Ex-Officio)

Email: [Outreach@NHNENC.org](mailto:Outreach@NHNENC.org)



**NORTH HOLLYWOOD NORTHEAST  
NEIGHBORHOOD COUNCIL AGENDA**

Meeting Type:

**Outreach & Beautification  
Committee**

Date:

**Wednesday, January 31, 2024  
6:00 pm**

Location:

**Los Angeles Fire Station 89,  
Community Room  
7063 Laurel Canyon, L.A., CA 91605**

**NORTH HOLLYWOOD NORTHEAST  
NEIGHBORHOOD COUNCIL**

Regular Board Meetings

the 3rd WEDNESDAY

January through December @ 7PM

**LA Fire Station 89**

**7063 Laurel Canyon, L.A., CA 91605  
Community Room**

Enter the Fire Station gate to find the Community Room at the back of the Station. There is ample parking available inside the Station. Please do not drive more than 5 mph and do not block the driveway.

Email: [Board@NHNENC.org](mailto:Board@NHNENC.org)

Website: [www.nhnenc.org](http://www.nhnenc.org)

\*President/Chair reserves the right to move agenda items to accommodate speakers

**Public Comments**— Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 3 minutes per speaker, unless adjusted by the presiding officer of the Board.

<u>Item #</u>	<u>Topic</u>	<u>Responsible Person</u>
1	Call Meeting to Order – Roll Call – Welcome - Review Review of Meeting Rules	Chair
2	Comments by Government Officials (3 min each)	Various
3	Public Comments on Non-Agenda Items (3 min each)	Various
<b>Beautification - Community Improvement Projects (CIP)</b>		
4	<b>Beautification: Fair Elementary Mural &amp; Landscaping Project</b> ● For Fiscal Year July 2023 - June 2024	Jennifer Clark

	<ul style="list-style-type: none"> <li>○ <b>Time Sensitive</b> - Needs to be presented at the February 2024 Board Meeting to be approved with enough time for the project to be completed by May 2024 in order to start the next project in July. <ul style="list-style-type: none"> <li>● (Partnership with Council District 2)</li> </ul> </li> <li>● Budget up to \$10,000 with a CD2 Matching Beautification Grant (NCCIG) <ul style="list-style-type: none"> <li>○ Total Budget for Project \$20,000</li> <li>○ Blank Form: <a href="https://councildistrict2.lacity.gov/ncgrants">https://councildistrict2.lacity.gov/ncgrants</a></li> </ul> </li> </ul>	
5	<p><b>Beautification: Whitsett Slope Beautification Project</b></p> <ul style="list-style-type: none"> <li>● For Fiscal Year July 2024 - June 2025</li> <li>● Partnership with North Hollywood West Neighborhood Council &amp; Council District 2 - Initiatives <a href="#">Fact Finding Meeting Report</a></li> <li>● Budget up to \$10,000 with a CD2 Matching Beautification Grant (NCCIG) <ul style="list-style-type: none"> <li>○ Total Budget for Project \$40,000</li> <li>○ Blank Form: <a href="https://councildistrict2.lacity.gov/ncgrants">https://councildistrict2.lacity.gov/ncgrants</a></li> </ul> </li> </ul>	Jennifer Clark
<b>Neighborhood Purpose Grants (NPG)</b>		
6	<p><b>Neighborhood Purpose Grants (NPG): Discuss and Possible Action:</b></p> <ul style="list-style-type: none"> <li>● Schools: In recent history we have supported Arminta Elementary's Kindergarten trip, Sun Valley Middle Magnet's Leadership event</li> </ul>	Various
<b>Outreach</b>		
7	<p><b>Presentation and Discussion and Possible Action:</b> to develop outreach strategies, plans, and budget to promote &amp; encourage stakeholders to participate in joining the neighborhood council.</p> <ul style="list-style-type: none"> <li>● Three (3) NHNENC Board Member vacancies: <ul style="list-style-type: none"> <li>○ Business Stakeholder Member</li> <li>○ Community Based Organization Stakeholder</li> <li>○ Resident Representatives Stakeholder</li> </ul> </li> <li>● Website: Vacancies Information is from 2022 <ul style="list-style-type: none"> <li>○ <a href="https://www.nhnenc.org/take-a-seat-on-the-board/">https://www.nhnenc.org/take-a-seat-on-the-board/</a></li> </ul> </li> <li>● D.O.N.E. now has a Director of Awareness and Engagement, Marilú Guevara. After visiting the website <a href="http://www.nhnenc.org">www.nhnenc.org</a> to see how our board seat vacancies and application process is promoted to stakeholders, she has the following recommendations: <ul style="list-style-type: none"> <li>○ Look for ways to communicate that you are looking to fill three (3) seats</li> <li>○ Either link to an application to apply for an appointment or list an email for more information</li> </ul> </li> </ul>	Chair
8	<p><b>Discussion and Possible Action: Mailers Program Cost per mailpiece is \$0.203</b></p> <ul style="list-style-type: none"> <li>● USPS has an interactive online EDDM tool that will help you calculate the estimated cost of mailing a piece to different postal carrier routes within your neighborhood, using the Every Door Direct Mail program. <a href="https://eddm.usps.com/eddm/select-routes.htm">https://eddm.usps.com/eddm/select-routes.htm</a> <ul style="list-style-type: none"> <li>● Approximately \$1100 for 5000 mailers</li> </ul> </li> <li>● Discussion of where to focus mailers - cost might be too high to do all <ul style="list-style-type: none"> <li>○ Suggestion to map where current Board Members live (general area) and focus on areas not represented <ul style="list-style-type: none"> <li>○ Suggestion to roll out in waves</li> </ul> </li> </ul> </li> <li>● Design suggestion (See Foothill example)</li> </ul>	Jennifer Clark

9	<p><b>Discussion and Possible Action: Bus Bench Program</b>  <a href="https://streetsla.lacity.org/bus-bench-program-fact-sheet">https://streetsla.lacity.org/bus-bench-program-fact-sheet</a>  <a href="https://empowerla.org/wp-content/uploads/2021/02/PSA-Production-Rates.pdf">https://empowerla.org/wp-content/uploads/2021/02/PSA-Production-Rates.pdf</a>  Pricing: Design \$100 Printing \$180/for one (amt decreases with amt ordered)</p>	Jennifer Clark
10	<p><b>Discussion and Possible Action: City Light Pole Banners</b></p> <ul style="list-style-type: none"> <li>● Good for building awareness, but advice is to use this method of “advertising” when we have an event to promote.</li> <li>● The Community Impact Division (CID) manages the Banner Program <ul style="list-style-type: none"> <li>○ The banner permitting systems requires opening a debit account</li> <li>○ How far in advance should banner applications be submitted?  Answer: Minimum ten working days in advance of the event date.</li> <li>○ Are the locations requested guaranteed? Answer: No. <ul style="list-style-type: none"> <li>○ <a href="#">(Approved Banner Vendor List)</a>.</li> </ul> </li> </ul> </li> </ul>	Jennifer Clark
<b>Events</b>		
11	<p><b>Discussion &amp; Possible Action: Los Angeles Council District 2 (CD2) Candidate Forum 2/6/24 at 6:30-9pm</b>  <i>Report from Partnership Planning Group with other CD2 Neighborhood Councils</i></p> <ul style="list-style-type: none"> <li>● North Hollywood West NC will be main host <ul style="list-style-type: none"> <li>○ Due to lack of clear information from D.O.N.E., We have had to make this a Zoom Meeting instead of In Person</li> <li>○ They have the Zoom setup, but we will have official flyer/info to share soon: <a href="https://us02web.zoom.us/j/86760535719">https://us02web.zoom.us/j/86760535719</a>.</li> <li>○ <a href="#">Department of Neighborhood Empowerment Hosting Candidate Forums Guidance</a></li> </ul> </li> <li>● As of January 18, 2024, confirmation of participation has been received from all candidates for CD2 except Manny Gonez and Marin Ghandilyan.</li> <li>● Topic/Question: The planning group thought that It might be nice to have each topic/question asked by a representative from a different NC.  Suggestions: RV Homelessness; Flooding of Lankershim near Sherman Way &amp; Vineland near the Burbank Airport; etc</li> </ul>	Jennifer Clark
12	<p><b>Discussion &amp; Possible Action: Event Calendar for 2024-2025</b></p> <ul style="list-style-type: none"> <li>● Earth Day Event/Activities/Planning: (actual day observed April 22, 2024) <ul style="list-style-type: none"> <li>○ Everything Free Event</li> <li>○ Shredding Truck <ul style="list-style-type: none"> <li>○ Partner with NoHo NC to use the Senior Center as location</li> </ul> </li> </ul> </li> <li>● CD2 NoHo Summer Concerts - Approve Participation (July) <ul style="list-style-type: none"> <li>● Back to School Event (August)</li> </ul> </li> <li>● Victory &amp; Vineland Rec Center Halloween Event partnership (October) <ul style="list-style-type: none"> <li>● Veterans Day Event (November) <ul style="list-style-type: none"> <li>● Kindness Day Event - Kindness Rocks (November) <ul style="list-style-type: none"> <li>● CD2 Winter Event partnership (December)</li> </ul> </li> </ul> </li> <li>● LAHSA Greater Los Angeles Homeless Count (January)</li> </ul> </li> </ul>	Jennifer Clark
13	<p><b>Discussion &amp; Possible Action: Event Storage of Assets &amp; Inventory Need</b></p> <ul style="list-style-type: none"> <li>● Review and approve purchasing Rolling Protective Container(s)/Bag(s) for the NHNENC Board to transport &amp; store NHNENC Table Clothes &amp; Outreach materials and Event Microphones &amp; stands. To use as needed for Meetings, Events, and other approved necessities.</li> </ul>	Jennifer Clark

	<ul style="list-style-type: none"> <li>○ FYI - The large plastic tote holding the microphones and stands is too heavy to move in and out of the storage unit easily and then to wherever we would set them up at.</li> <li>○ The small roller bag we currently have been using is a laptop bag that I was temporarily using for the NoHo Concert series, it isn't big enough for permanent use and should go back to protecting the laptop instead.</li> <li>○ Packing Cubes would be for keeping the various promotional products organized in the bag. Exm: Table Clothes</li> </ul> <ul style="list-style-type: none"> <li>● Discussion regarding a new storage location due to rent increase.</li> </ul>	
14	<b>Discussion &amp; Possible Action:</b> Detailed Budget for \$5,000 in Promotional Materials	Jennifer Clark
<b>Committee Business</b>		
15	<b>Elect Vice-Chair</b>	Chair
16	<b>Discussion and Possible Action:</b> Stakeholders interested in becoming members of the Outreach & Beautification committee will be allotted 2 mins to speak. (To become a committee member, the Chair shall appoint a member and the Board will ratify per Article VII§3 of the bylaws)	Chair
<b>Concluding Statements</b>		
17	<b>Committee Member Announcements</b>	Committee Members
18	<b>Adjourn</b>	

**PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS** – The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 3 minutes per speaker unless adjusted by the presiding officer of the Board.

**PUBLIC POSTING OF AGENDAS** - NHNENC agendas are posted for public review as follows:

- For viewing during open hours: Valley Plaza Branch, Los Angeles Public Library, 12311 Vanowen Street, North Hollywood, CA 91605
- Our website: [NHNENC.org](http://NHNENC.org)
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <http://www.lacity.org/government/Subscriptions/NeighborhoodCouncils/index.htm>

**THE AMERICAN WITH DISABILITIES ACT** – As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Zaid Diaz-Arias, Board Secretary, by email [dmeneses@nhnenc.org](mailto:dmeneses@nhnenc.org) and [board@nhnenc.org](mailto:board@nhnenc.org).

**PUBLIC ACCESS OF RECORDS** – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: [nhnenc.org](http://nhnenc.org) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Zaid Diaz-Arias, Board Secretary, by email [dmeneses@nhnenc.org](mailto:dmeneses@nhnenc.org) and [board@nhnenc.org](mailto:board@nhnenc.org).

**NOTICE TO PAID REPRESENTATIVES** — If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code Section 48.01 et seq. More information is available at [ethics.lacity.org/lobbying](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 978-1960 or [ethics.commission@lacity.org](mailto:ethics.commission@lacity.org)

**RECONSIDERATION AND GRIEVANCE PROCESS** – For information on the NHNENC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the NHNENC Bylaws. The Bylaws are available at our Board meetings and our website [NHNENC.org](http://NHNENC.org).

**SERVICIOS DE TRADUCCION** – Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacta Zaid Diaz-Arias, Secretaria de la Mesa Directiva, por correo electrónico [dmeneses@nhnenc.org](mailto:dmeneses@nhnenc.org) y [board@nhnenc.org](mailto:board@nhnenc.org) para avisar al Concejo Vecinal.