

CITY OF LOS ANGELES
CALIFORNIA

**Neighborhood Council
Governing Board Officers:**
President Dena Weiss
Vice President Tracey Rosen
Secretary, Karen DiBiase
Treasurer Heath Kline
Parliamentarian Don Patterson



WOODLAND HILLS
WARNER CENTER
NEIGHBORHOOD COUNCIL

200 N. Spring Street Los
Angeles, CA 90012

Email: NCsupport@lacity.org
Website: www.empowerla.org

Regular Full Board Meeting
**City of Los Angeles Fire Station #
84, in the Community Room**
**21050 Burbank Blvd., Woodland Hills, CA,
91367**
April 10, 2024
6:30 p.m.- 09:00 p.m.
IN PERSON BOARD MEETING

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte Karen DiBiase, Secretaria, al 818-639-9444 o por correo electrónico www.whcouncil.org para avisar al Concejo Vecinal.

***PUBLIC INPUT ON AGENDA ITEMS** – The public may 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. *Public comment is limited to (1) minute per speaker unless adjusted by the President. Public comment can only be made one time and will be heard at the beginning of an agenda item.*

***PUBLIC INPUT ON MATTERS NOT ON THE AGENDA** - 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.

Board Members:

- Area 1 - Karen DiBiase, Geoffrey Hobson, Rochelle / Shelly Schwartz, Reina Cerros- McCaughey
- Area 2 – Julian Tu, Paul Lawler, Peter Haber, Masha Dowell
- Area 3 – Tracey Rosen, Dean Mathew, Harout Z. Aristakessian, Jayce Baron
- Area 4 – Don Patterson, Martin Lipkin, Dena Weiss, Aava Dekordi
- Area 5 – Christopher Waddy, Julie Waltrip, Steve Sommers, Allan Biggins
- Area 6 –William Barnett, Heath Kline, Bobby Wasserman, Janice Mendell
- Area 7 – Kate Kennedy, Lillian / Joyce Fletcher, Schyler Katz, Rosaleen O’Sullivan
- At-Large – August Steurer, Vacant Seat for Alternate
- Youth Member – Vacant seat

AGENDA

- Call to Order
- Pledge of Allegiance
- Roll Call

Public Announcements:

- Office of Councilmember Bob Blumenfield – if available (2 minute each)
- Office of Local and State Officials – if available (2 minute each)
- Other Local Agencies – if available (2 minute each)

General Public Comment, by the Public, on Non-Agenda Items:

General Public Comment is limited to (2) minutes per speaker and 10 minutes total due to limited timing at the firestation venue.

I. Organization, Operation, Policies, & Procedures:

All comment is limited to 1 minute per speaker, unless adjusted by the presiding officer of the Board. Time limits set for each agenda item may be adjusted by the presiding officer of the Board. Time limits may vary so the public is encouraged to join the meeting several minutes PRIOR to a specific agenda item being discussed.

A. Approval of Minutes: Board Meeting – March 12, 2024 (5 minutes)

See posted support document

Roll Call Vote

B. Officer Reports (5 minutes)

- President – Dena Weiss
- Vice President – Tracey Rosen
- Treasurer – Heath Kline
- Secretary -Karen DiBiase
- Parliamentarian – Don Patterson

2. Items for Discussion and Possible Action:

Item No. 1

Heath Kline, Treasurer

(24-037) Approval of MER for March, 2024

For discussion and possible action:

(10 minutes)

Motion for the Board to approve the March 2024 Monthly Expense Report (MER)

Review of WHWCNC Budget YTD.

See March MER (42 pages) included in supporting documents.

Roll Call Vote

Item No. 2

Heath Kline and August Steurer, WHIP Co-chairs

(24-038) Motion from WHIP to approve Community Impact Statement (CIS) regarding NC Funding for submission to CF 24-0600, the file on the City Budget for 2024-2025.

In this Community Impact Statement, The Woodland Hills – Warner Center Neighborhood Council Board seeks the collaboration of Bob Blumenfield, City Council Budget Committee Chair, and Mayor Bass to address the funding challenges Neighborhood Councils (NCs) face in Los Angeles. The CIS, intended for submission to the city's 2024-2025 budget discussions, underscores the disparity between the city's budget growth and the diminishing funding allocated to NCs. Initially provided with \$50,000, NCs now operate with a significantly reduced budget of \$32,000, which, when adjusted for inflation, falls short by \$53,000 of what is needed to maintain their initial operational fiscal capacity. The CIS calls for immediate budget increases to match inflation-adjusted levels, reinstatement of the 3-year fund rollover policy, a base-plus-per-resident funding model, and additional support for NCs with unique challenges. It highlights the increased costs associated with digital and traditional stakeholder engagement, the necessity for professional digital marketing skills, and the financial strain of maintaining a digital presence across multiple platforms. The motion also points out NCs' dilemma between funding community non-profits through Neighborhood Purpose Grants and fulfilling their primary goals. The CIS seeks support from the City to equip NCs with the necessary resources for effective community engagement in the digital era, emphasizing the critical role of digital communication in involving stakeholders in city governance.

WHWCNC Community Impact Statement on Neighborhood Council Funding:

The Woodland Hills Issues and Policies Committee recommends that the WHWCNC Board endorse a resolution calling on Mayor Karen Bass and city officials to urgently address the funding inadequacies facing Neighborhood Councils (NCs). This resolution highlights the financial challenges that undermine NCs' ability to engage stakeholders effectively. It advocates for necessary budget reforms to enhance their role in promoting community participation in city governance. The resolution identifies critical issues and offers targeted solutions:

1. **Budgetary and Inflationary Disparities:** Despite a 150% increase in the City of Los Angeles budget from \$5.14 billion in 2003-2004 to over \$13 billion in 2023-2024, Neighborhood Council funding has never kept pace, severely affecting their operational capacity.
 - Initially allocated \$50,000 with rollover options 20+ years ago, NCs now work with a diminished budget of \$32,000, representing a 36% decrease before accounting for inflation.
 - However, when adjusting for inflation, NC funding should exceed \$85,000, representing a current \$53,000 deficiency in funding to be equal to what NCs received at their start.

- Ideally, if NC's budget matched the city's budget growth, NCs would have access to over \$125,000 for 2024-2025.
- Over the years, the importance of funding for NCs has diminished by 74%.

2. **Expanded Engagement and Communication Costs:** While traditional means of outreach continue with inflationary costs, the increasing shift to digital communications triggers significant additional costs.

Effective and meaningful stakeholder engagement and outreach cost money. It cannot be done effectively with current funding. Whether the engagement is via more traditional communication like community events, street furniture ads, street banners, and local print media, when you include engaging our stakeholders online via targeted social media ads, email blasts, bulk text messages, text bots, website upkeep, and content creation, the simple fact is that reaching our stakeholders costs money.

Much is required today for an NC to fulfill its duties of stakeholder engagement. Some of the new challenges include:

- **Professional Skills:** Effective digital engagement requires content creation (sometimes paid for), digital marketing services (also paid for), and marketing expertise to reach and involve diverse community segments. It requires teams of diverse skills.
- **Increased Service and Tools Costs:** A comprehensive functional communication system is often complex. The financial demands of maintaining a digital presence—covering website upkeep, content tools, social media tools, automation tools, emailing service, utilizing online advertising for visibility, and the needs for specialist assistance—have escalated.
- **Multi-Platform Consistency:** Serving all demographics and community segments requires a presence on various platforms. Engaging stakeholders today demands a coordinated, cohesive presence across multiple digital platforms, such as Facebook, YouTube, and TikTok, plus any new platforms. These all require more resources.
- **Event/Facility use:** Serving all ages and demographic segments also requires meeting stakeholders with a physical presence. ADA-compliant spaces add costs as they are fewer and more expensive. Engaging stakeholders today also demands a coordinated, cohesive in-person presence beyond just online platforms, which requires yet even more resources.

3. **Neighborhood Purpose Grants (NPGs):** An NC emphasis on NPGs for funding community non-profits detracts from their capacity to engage stakeholders directly. NPGs are a valuable part of helping our community, but not at the expense of fulfilling our NC's primary charter goals and obligations. NCs should not be faced with choosing between one or the other.

4. **Needed Budget Solutions:**

- **Increase NC Budgets:** Immediately increase NC budgets back to their inflation-adjusted initial level and facilitate future inflation-indexing adjustments.
- **Return the 3-year Fund Rollover:** Advocate for a policy that allows funding rollovers, promoting strategic financial planning for periodic major community projects such as the Olympics or Community Planning.
- **Use a Base-Budget-Plus-Per-Resident Allocation:** To align funding more equitably with community size and needs, initiate a base budget of \$30,000 (for example) plus an additional \$1 per resident. Even the smallest NC would not get less than now.
- **Supplemental Budgets for Unique Needs:** Consider additional budget funding for NCs facing distinct challenges or serving underserved areas.

5. **Collaborative Action Request:** Urge Council Member Bob Blumenfield, Chair of the Budget, Finance, and Innovation Committee, to lead these efforts in partnership with Mayor Karen Bass and other council members. This

collaboration is vital for providing NCs with the resources for effective community engagement in the digital era.

This resolution addresses the urgent need for updated funding models that accommodate the evolving dynamics of community engagement, emphasizing the growing importance of digital communication. It aims to equip NCs with the capabilities to involve stakeholders more effectively in city governance.

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Furthermore, the Committee recommends advising the Mayor and the City Council of the Board resolution and filing a Community Impact Statement to File CF 24-0600.

WHIP Vote: Yes: Kline, Steurer, Waltrip, Williams; No: None; Abstain: None; Absent: Haber

Item No. 3

Joyce Fletcher, Chair of Community Services Committee

(24-039) Funding Request - Motion to RE-VOTE to RE-APPROVE WHWCNC Outreach/Promotional Items

Discussion and possible action:

(5 minutes)

On January 10, 2024, the board of the Woodland Hills-Warner Center Neighborhood Council voted to approve the following Agenda Item (24-007). The approved HALO tote bags and flashlight have been delivered and are in the possession of the WHWCNC. However, HALO has not provided a correct invoice within the deadline allowed by the City Clerk.

Therefore, to avoid any future issues for us or the City Clerk in funding this item, we are electing to Re-Vote to Re-Approve the original agenda item.

Re-approve the previously voted on and passed agenda item 24-007, which was previously worded as:

Motion for the board to approve funding up to \$2,500.00 from the 2023-2024 Budget - Community Services Committee fund (\$1,000.00) and the General Outreach fund (\$1,500.00) for the purchase of outreach promotional items for use at various WHWCNC events. At this time the WHWCNC has depleted its supply of outreach promotional items.

The next major event will be the Grateful Hearts event held on April 6, 2024 at Warner Park. See the posted flyer. All board members are invited to participate and provide outreach to the stakeholders of Woodland Hills.

The vendor is HALO Branded Solutions or an equivalent vendor should any issue arise per the office of the city clerk as more stringent funding requirements have been put in place.

The posted invoices include the logo imprint fee, price, tax and shipping for:

250 Kelly Green WHWCNC Logo Branded Grocery Tote Bags \$855.00

250 Royal Blue WHWCNC Logo Branded Grocery Bags \$855.00

500 Rectangle Flashlight and Keychain \$575.00

See attached support documents.

Vote at Community Services Committee:

Joyce Fletcher YES, Karen DiBiase YES, Dena Weiss YES, Tracey Rosen YES.

Vote at full Board meeting:

Motion: Joyce Fletcher, Second: Tracey Rosen

Roll Call Vote

PASS Yes: 15 No: 0 Abstain: 0 Ineligible: 6 Total: 21

• YES: Karen DiBiase, Reina Cerros-McCaughey, Julian Tu, Peter Haber, Tracey Rosen, Harout Aristakessian, Martin Lipkin, Dena Weiss, Christopher Waddy, Julie Waltrip, Steve Sommers, Bill Barnett, Heath Kline, Joyce Fletcher, August Steurer

• NO: 0

• ABSTAIN:0

• INELIGIBLE: Masha Dowell (Training), Dean Mathew (Training), Allan Biggins (Training), Kate Kennedy (Training), Schyler Katz (Training), Bobbie Wasserman (Alt)

Roll Call Vote

Item No. 4

Dena Weiss, Tracey Rosen, Chairs of Governance and Community Outreach Committees

(24-40) Funding Request - Motion to Approve a Bus Bench Application for WHWCNC

Discussion and possible action:

(5 minutes)

Motion for the Board to approve \$280 from the Outreach budget line item, in order to submit a request for bus bench advertising per the email received from Empower LA which stated:

“... if you are interested in advertising events or general information about your Neighborhood Council to the public you can apply to put a PSA for your NC on a bus bench or in a bus shelter! To request a bus bench advertising, fill out the following form: <https://form.jotform.com/203147054709150> OR to request a bus shelter, fill out this form: <https://form.jotform.com/203146972203147>.

To learn more about PSA placements for bus benches or shelters, visit: <https://streetsla.lacity.org/psa-fact-sheet>

Have a great day!

Best Regards,

NC Support Team

Department of Neighborhood Empowerment

200 N. Spring Street, Suite 2005

Los Angeles, CA 90012

Downtown Office: (213) 978-1551

Downtown Fax: (213) 978-1751

EmpowerLA.org”

This is a free service however we must pay for production and design costs.

[See posted support document](#)

Roll Call Vote

Item No. 5

Dena Weiss, Tracey Rosen, Chair and VP of Governance

(24-41) Funding Request - Motion to Increase the Budget line Food & Refreshments For NC Meetings, Retreats, & Outreach Events by \$200. to 1,200.

Discussion and possible action:

(5 minutes)

Motion to direct the Treasurer to increase the **Office/Operational Expenditures** category; budget line: **Food & Refreshments For NC Meetings, Retreats, & Outreach Events** by \$200 from \$1,000 to \$1,200 to cover the costs of food, drink, plates, utensils, napkins, and like items, delivery, setup, & gratuity for the “full day” April 20, 2024 Board Retreat, and Refreshments for board meetings and outreach events through the balances of the FY ending June 30, 2024.

[See posted support document](#)

Roll Call Vote

Item No. 6

Homelessness and Social Justice Advocacy Committee –Reina Cerros-McCaughey and Geoffrey Hobson, Co-Chairs

(24-42) Funding Request - Motion to approve \$3,000 as a Neighborhood Purpose Grant for the Benefit of the West Valley YMCA Food Distribution program.

Discussion and possible action:

(5 minutes)

Since the beginning of the pandemic, the West Valley Family YMCA has stepped up to provide much needed services to the western part of the valley. From distance learning, to first responder childcare, shower program and a program that still operates to this day, fresh produce distribution. This program is something it offers every Wednesday, rain or shine, that sees over 300 families pick up fresh produce and pantry goods. This grant would help us cover a few months’ worth of transportation expenses and would give it the opportunity to use resources on other programming and supplies that families may need.

For discussion and possible action: Motion for the Board to fund and support an NPG in the amount of \$3000 for the Food Distribution Program. The program requires transportation to pick-up and deliver food items to the West Valley Location. The program complies with the city clerk’s mandate that NPG-funded projects and activities must be for a public benefit and purpose, open, accessible, and free of charge to stakeholders. IRS Letter attached. NPG form Attached.

Roll call vote of members:

Vote was yes-6, no-0. Motion passed.

[See posted support document](#)

Roll Call Vote

Item No 7

Homelessness and Social Justice Advocacy Committee —Reina Cerros-McCaughey and Geoffrey Hobson, Co-Chairs

(24-43) Funding Request - New Friend Homeless Center /Miracle Minded Ministries NPG- Community Support in the amount of \$1,500

Discussion and possible action:

(5 minutes)

This grant request is to gain financial support for food and supply expenses required for feeding the unhoused and food insecure population in Woodland Hills. New Friends Homeless Center currently operates meal services on Friday nights at 5650 Shoup Avenue in Woodland Hills. Any funds received as part of this grant will be used exclusively for food & supplies for an estimated 500 meals provided at NFHC for each month. This includes regular meal service on Friday nights. NFHC, with its strong and courageous leadership and committed group of volunteers from our community, is up to the task of providing meals to those who need it the most. This grant will help support our ability to provide meals for the less fortunate in the community while also bringing together those from our community to serve and make a lasting difference. The program complies with the city clerk’s mandate that NPG-funded projects and activities must be for a public benefit and purpose, open, accessible, and free of charge to stakeholders. IRS Letter attached. NPG form Attached

Roll call vote of members:

Vote count yes-6, no-0. Motion passed.

[See posted support document](#)

Roll Call Vote

Item No. (8) Community Services Committee - Joyce Fletcher, Chair

(24-44) Funding Request – 2 in 1 Hand Truck Dolly Foldable, 330LB Capacity Portable Folding Hand Cart

Discussion and possible vote:

5 minutes

Motion for the Board to approve funding of up to \$200.00 from the 2023-2024 Budget/General Outreach for the purchase of a foldable hand truck dolly to be used to move large and heavy NC inventory items such as a table, chairs, large speaker system, tent etc. to and from meetings and events. Description: 2 in 1 Hand Truck Dolly Foldable, 330LB capacity portable folding hand cart with retractable handle and with wheels. To be purchased from Amazon.

[See posted support document](#)

Roll Call Vote

2. **Committee Reports,**

(10 minutes)

- Budget Committee – Heath Kline, Chair
- Community Services Committee – Joyce Fletcher, Chair
- Community Outreach Committee –Tracey Rosen, Chair
- Education and Youth Committee – Julie Waltrip, Chair
- Environmental & Beautification Committee – Karen DiBiase, Chair
- Governance Committee – Dena Weiss, Chair

Public Health and Homelessness Committee –Reina Cerros-McCaughey and Geoffrey Hobson, Co-Chairs
Public Safety and Transportation –Julie Waltrip, Chair
PLUM Committee – Don Patterson and Marty Lipkin, Co-Chairs
WHIP Committee – August Steurer and Heath Kline, Co-Chairs

Area Reports

(5 minutes)

Area 1 - Karen DiBiase, Geoffrey Hobson, Rochelle / Shelly Schwartz, Reina Cerros- McCaughey
Area 2 – Julian Tu, Paul Lawler, Peter Haber, Masha Dowell
Area 3 – Tracey Rosen, Dean Mathew, Harout Z. Aristakessian, Jayce Baron
Area 4 – Don Patterson, Martin Lipkin, Dena Weiss, Aava Dekordi
Area 5 – Christopher Waddy, Julie Waltrip, Steve Sommers, Allan Biggins
Area 6 –William Barnett, Heath Kline, Bobby Wasserman, Janice Mendell
Area 7 – Kate Kennedy, Lillian / Joyce Fletcher, Schyler Katz, Rosaleen O’Sullivan

Adjournment of Meeting

The next Regular Board meeting will be held in person on **May 8, 2024**, once more at the Firestation # 84, unless otherwise indicated. Please visit the calendar page at whcouncil.org for the complete details and to confirm the date and time.

Meeting dates for the 2024-2025 year: Full Board meetings are held the second Wednesday of every month at 6:30 p.m. Check the NC website calendar for a complete list of committee and board meetings. Meeting dates and times are subject to change. Check the NC calendar for updated meeting schedules.

*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 based on disability and, upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure the availability of services, please make your request at least 3 business days (72 hours) before the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.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: www.whcouncil.org or at the scheduled meeting. In addition, if you would like a copy of any record, if available, related to an item on the agenda, please contact the President and / or Dena Weiss, at email address d.weiss@whcouncil.org.

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

- www.whcouncil.org and go to the website Calendar page and click on the date – Board meetings are held on the second Wednesday of each month. Check the calendar for any change of meeting date and/or time.
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <https://www.lacity.org/subscriptions>

A copy of this agenda is also physically posted in the plexiglass case fixed to the front door of the Firestation 84 located at 21050 Burbank Blvd., Woodland Hills, CA, 91367

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- ***RECONSIDERATION AND GRIEVANCE PROCESS** - For information on the WHWCNC process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the WHWCNC Bylaws. The Bylaws are available at our website at www.whcouncil.org
- **SERVICIOS DE TRADUCCIÓN** - Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte a Dena Weiss al d.weiss@whcouncil.org o por correo electrónico avisar al Concejo Vecinal.
- **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 §§ 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 978- 1960 or ethics.commission@lacity.org.