

CITY OF LOS ANGELES

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HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL CALIFORNIA

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Maria Yepremian
Steven Whiddon
Thomas Meredith
Sun Yu
Johana Juarez
Charles Puree
Drew Peterson

HOLLYWOOD STUDIO DISTRICT NEIGHBORHOOD COUNCIL (HSDNC) Monday, March 11, 2013, 6:30 p.m.

Assistance League of Southern California
1360 N. St. Andrews Place, Los Angeles CA 90028

REGULAR MEETING MINUTES

1. **Meeting called to order**, welcome remarks by Chair **6:35**
 - Introductions of stakeholders/visitors to the meeting
 - Please place all electronic devices to off or silent so as to not disturb the meeting. If you must answer, wait until you are outside to start speaking
 - Please follow our Facebook page and press "Like"
 - Call for volunteers for HSDNC tree planting
 - Please speak slowly and spell your name so the notetaker can capture it for the Minutes
2. **Approval of Minutes** for Board Meeting of February 11, 2013. Chair will request that notetaker amend the **Minutes** of February 2, 2013 to include committee member designation of "Special Joint Meeting." Ziggy Kruse said she had called DONE and questioned who on PLUM had voted. She requested that "black cloud" be removed; Whiddon said "grievance" should replace that language.
3. **Roll Call**
 - Alex Alferov
 - David Bell – excused absence
 - Felipe Corrado
 - Christina Derenthal
 - Don Durkee
 - Efrain Gonzalez
 - Johanna Juarez - absent
 - Tom Meredith
 - Drew Peterson
 - Charles Puree
 - Juri Ripinsky – excused absence
 - Jose Torres – excused absence
 - Jirair Tossounian

Luke Vincent
Steven Whiddon
Maria Yepremian
Sun Yu

Bill Zide (arrived at 7:00 p.m.)

4. **Public Comments** on Non-Agenda items – None Present

5. **Report by Government Agencies**

- a. L.A. City Attorney Carmen Trutanich, spoke in his capacity as the L.A. City Attorney, not as a candidate. The office is working on clarifying the definition of “Stakeholder” for the neighborhood councils. The crime rate in L.A. is down 23%. He introduced his deputy, Bill Carter. Durkee asked him about the billboards and the Millennium Project; response, when he took office, there was no consistent policy re the billboards and now the City can decide what it wants to do with them. He plans to establish a commission so the billboard companies and residents can co-exist.
- b. CD13 – Christine Jerian – Not present
- c. LAPD – Officer Julie Nony – There will be a town Hall/Summit on Tuesday, March 19, at 6:30 p.m. at the Assistance League. Captain Girmala and other City officials will be there to answer questions. Also, the LAPD Women’s Running Team will be running from Baker to Las Vegas. They have to raise \$6,000 for expenses; Officer Nony presented an invoice for approximately \$200 for vests and asked for any amount that HSDNC could provide. Yu asked about prohibiting right turns on Western; response, it is a new tool to stop the traffic from rotating around the streets and soliciting prostitutes. The signs will be between Santa Monica and Melrose on both sides of the street, prohibiting turns from midnight to 7 a.m. Officer Nony can be reached at (213) 793-0706.

6. **Discussion and possible action and vote** to approve the February 8, 2013, Grievance Panel’s recommendations regarding the 7/6/12 Grievance filed by Ziggy Kruse and Bob Blue. Whiddon thanked those who were on the Panel. He noted that Bell had declined the appointment to Parliamentarian but would unofficially answer questions. Until that role can be filled, there will be a standing item on the Agenda for appointment of a Parliamentarian. Tossounian recommended Kruse be appointed to that position; she will think about it. **Whiddon/Vincent moved to accept the recommendations of the Grievance Panel. Motion passed unanimously by roll call vote.**

7. **Discussion and possible action and vote** to remove Johana Juarez from the HSDNC Board due to exceeded number of unexcused absences. Kruse said that Section 7, not Section 9, applied to this issue, therefore the Agenda is incorrect and she objects to action being taken on this item. Barry Stone, from DONE, agreed with Kruse and said it needed to be tabled. **Item tabled.**

8. **Discussion and possible action and vote** to appoint Paul Seradarian to the HSDNC Board. Kruse commented that the Bylaw Committee met with all the candidates and they were impressed with all the candidates. Seradarian is involved with the Armenian community and is an educator. He is also involved with the entertainment industry. Meredith asked him if there was any committee he was interested in; response, Budget & Finance and Outreach Committees. Peterson asked which District he lived in; response, District 2. Board discussion re how to best determine which two to appoint. By voice agreement, the Board decided that those who were approved by the Board by at least six votes would have their name placed into a hat and two names will be randomly selected to be seated. **Zide/Yepremian moved to appoint Seradarian to the HSDNC Board. Candidate approved by roll call vote, 8-6-0.**

9. **Discussion and possible action and vote** to appoint Orletha Andersen to the HSDNC Board. Andersen has been involved with PLUM for over a year. She was previously involved with Rampart Village and Olympic Park neighborhood councils. Meredith asked if considers herself as a developer; response, she likes development. Alferov asked what three things she would change

in the HSDNC or neighboring districts; response, traffic, repave Hollywood Blvd. and other key streets, and clean-up in the community because it detracts from what's there when all you see is debris. She is interested in the Budget & Finance and PLUM Committees. **Meredith/Alferov moved to appoint Andersen to the HSDNC Board. Candidate approved by roll call vote, 11-1-2. (Abstaining: Whiddon, Tossounian)**

10. **Discussion and possible action and vote** to appoint Philip Mershon to the HSDNC Board. He is a newcomer to the neighborhood council system, but has an interest in historic preservation and professionally gives walking tours. Peterson asked how he feels about the Millennium Project; response, it's tall. Even if it's shorter, it would still be over-development. Meredith asked which District he is in; response, District 3. **Alferov/Durkee moved to appoint Mershon to the HSDNC Board. Candidate approved by roll call vote, 11-2-1 (Abstaining: Zide)**
11. **Discussion and possible action and vote** to appoint John Girodo to the HSDNC Board. Girodo's interest is in beautification and historical preservation. He is currently working with Paramount, et al. He is a big supporter of Community Emergency Response Training (CERT). He is not anti-development; he would like to see developers consider local history. Semerdjian asked where he lived; response, west of the District. Tossounian reminded the candidates that only two would be appointed today, to please get involved anyway. Durkee asked why the candidates went to the Bylaws Committee; Whiddon responded that around 2011, it was decided to have a proper forum for candidates to be vetted. Whiddon said once there are 16 filled seats, any remaining seats could be filled "at-large." **Durkee/Meredith moved to appoint Girodo to the HSDNC Board. Candidate approved by roll call vote, 7-5-2. (Abstaining: Zide, Tossounian)**
At the subsequent random drawing, Mershon and Andersen were selected to be appointed.
12. **Discussion and possible action and vote** to appoint HSDNC Parliamentarian. Ziggy Kruse stated that HSDNC could not appoint a Parliamentarian because the wrong Bylaw is cited on the Agenda. Board discussion re which were the correct Bylaws; **Item tabled**. Kruse offered to be a substitute Parliamentarian until one is seated.
13. **Presentation** by Milagros Lizarraga, President & CEO of Peru Village Los Angeles, regarding the proposed initiative to rename a portion of the Boards Boundaries to Peru Village. Lizarraga said they had over 800 signatures from residents and businesses in the area. She presented on the demographics and history of the Peruvian-American community. She questioned how the Greater Echo Park Neighborhood Council Planning and Land Use Committee could agendize the issue, citing "HSDNC request for opposition" before a vote had been taken.
 - a. Rudy Jimenez, Stakeholder and Peruvian-American, has lived here since 1969, and supports the naming of Peru-Village.
 - b. Dr. Ralph Kwan, Stakeholder, supports the naming of Peru Village. They can bring a lot, including the buying of a building for a Peruvian Consulate. They are not looking to Balkanize, but to be included.
 - c. Gloria Sajak, Stakeholder, said her daughter is a singer-songwriter, which brought the family to Hollywood. She feels it's about adding to the Community.
 - d. Irma Garate, Stakeholder, said they don't want to change the name of Hollywood, they just want to be included and show the rich culture that they have.
 - e. Lazaro Aguero, Stakeholder, has a business and supports the naming of Peru Village.
 - f. Gilbert Smith, Ricardo Montalban Theater, he came into Hollywood five years ago to chair this Latino theater. He does not see any cultural or historical attachment of the Peruvian Community to this section of Hollywood.
 - g. Philip Mershon, speaking as a Stakeholder, said that anti-Latin sentiment has nothing to do with his personal opposition. When the signs go up identifying a community, neighborhoods do become known as that. Every community is important. No one thought there would be a need to defend "Hollywood."

- h. Fred Mariscal, representing Greater Wilshire NC, read a letter from his neighborhood council opposing the Peru Village application, stating there is no connection between the Historic Core of Hollywood and Peru.
 - i. George Abou-Daoud, representing Hollywood Unforgettable, spoke in opposition to the Peru Village application to rename the Historic Core, not against Peru Village itself. No community and no group could take precedence over Hollywood itself.
 - j. Karen Gilman, Stakeholder, is also a member of the Greater Wilshire NC and Larchmont Village Neighborhood Council. She expressed agreement with Fred Mariscal and the Greater Wilshire NC.
 - i. Meredith Livingstone-Williams, Stakeholder, asked Lizarraga why they wanted to have “this” area designated; response, there are several Peruvian businesses there.
 - j. Jim McQuiston, Stakeholder, has lived in East Hollywood since 1933. At one time, it was a segregated area; you could not live there if you were Catholic or black. In his opinion, if the sign goes up like “Little Tokyo” or “Thai Town,” etc., there will be more segregation, not less.
14. **Discussion and possible action and vote** whether to issue a letter to City Council opposing an effort to rename a portion of the Board’s Boundaries to Peru Village. Sunset to the north side of Melrose, Wilcox to Gower. Peterson said the applicants had come to his block and that most of his neighbors are from El Salvador, et al. He asked what their plan was to include the other Latin communities; Lizarraga responded, they looking to have a Latino community in Hollywood. Durkee asked if any of their representatives were on the Cole Grove Neighborhood Council; Lizarraga responded that she wants to be on the Hollywood Central Neighborhood Council. Aguero said he is a member of the Glassell Park NC. Meredith asked why the group went first to the to City Council instead of the neighborhood councils; Aguero responded that they are a new organization and want to participate in government. Whiddon let Notetaker, Susan Reimers, Notetaker, responded to the question re the Echo Park Neighborhood Council Planning and Land Use Committee agendaing the issue by stating that she is on that Committee, had seen the presentation Hollywood Unforgettable presentation at the previous month’s HSDNC Board meeting and knew of its opposition based on its voting (however quorum was lost before the vote was finalized), thought it important for Echo Park to weigh in on as it is in the same Council District, and understood HSDNC would be re-agendaing the issue for the present meeting; how her Committee’s agenda worded the item was based on a miscommunication with its Chair. Whiddon added that he does not participate in any way in creating other neighborhood councils’ agendas, nor does he control in any way what is stated in their agendas. Whiddon then asked Lizarraga how Peru Village was added to the City Council agenda and approved before the application was filed. The process seems to have gone backwards. “Little Armenia” was named “Little Armenia” because there was already a large Armenian community; not to draw businesses. Everybody is already welcome to Hollywood without the sign. Lizarraga said the largest concentration of Peruvians is in Hollywood; they wish to be included. Alferov said he grew up in Hollywood in the 50s and 60s, so he sees a different community than the one Lizarraga describes. Also, he lives near a Peruvian restaurant – Los Balcones - and they have told him that they do not support Peru Village. Puree asked if they had a Plan B or Plan C if they don’t get their preferred area so designated; there was no response. **Whiddon/Durkee moved to issue the letter of opposition, Motion passed by roll call vote, 12-2-2. (Abstaining: Derenthal, Puree)** Peterson, Tossounian and Yu stated specifically that they do not agree with the proposed boundaries.
15. **Discussion and possible action and vote** on a forthcoming City council motion to create a new department called the Economic Development Department. **Tabled.**
16. **Discussion and possible action and vote** regarding the neighborhood Council Budget Advocates’ rejection of Proposition “A,” the L.A. City Sales Tax Increase. Nathan French will answer questions. **Tabled.**

17. **Discussion and possible action and vote** to fund up to \$250 for APEX Academy for college campus visitation trips. **Peterson/Zide moved to fund as recommended. Motion passed by roll call vote, 14-1-1. (Abstaining: Yu)**
18. **Discussion and possible action and vote** to fund up to \$261.60 for the LAPD Hollywood “Baker to Vegas Women’s Team” Support. **Whiddon/Yepremian moved to fund as recommended. Motion passed by roll call vote, 12-4-0.**
19. **Budget and Finance - Corrado**
 - a. **Treasurer’s Report** – There is \$9000 left to spend. HSDNC is presently spending \$1800 per month on assistance. HSDNC has to either cut some hours or what is spent.
20. **Outreach Committee**
 - a. **Neighborhood Groups Update** (Melrose Hill, NU-LA, Santa Monica & Western, Hollywood Squares) – None Present
 - b. Existing “Melrose Hill St” has been updated on city maps to “North Melrose Hill” and “West Melrose Hill.”
21. **PLUM Committee**
 - a. **Discussion and possible action and vote** with respect to whether issue Letter of Support to Citizens of the World Charter Schools for a proposed project that seeks two zoning approvals in City Planning Case #ZA-2012-3201-ZV-ZAA; (1) a parking variance to allow the school to utilize the Children’s Club’s existing off-site parking spaces, and 92) a yard adjustment to allow the school to use the existing side yard setbacks. **Whiddon/Meredith moved to issue the letter. Motion passed by roll call vote, 15-0-1. (Abstaining: Puree)**
 - b. **Discussion and possible action and vote** with respect to whether to issue a Letter of Support for the Sunset Bronson Studios Project, located at 5800 W. Sunset Blvd., L.A., CA 90028. Jim McQuiston spoke, saying he is an engineer and the Santa Monica Fault is directly under that property; a building would collapse on that site. **Whiddon/Durkee moved to issue the letter. Motion passed by roll call vote, 10-3-3. (Abstaining: Yepremian, Alferov, Andersen)**
 - c. **Discussion and possible action and vote** with respect to whether to issue a Letter of Support for Florin Fjor’s new single family house located at 4941 Marathon St. **Zide/Meredith moved to draft the letter as recommended. Motion passed by roll call vote, 15-0-1. (Abstaining: Alferov)**
 - d. **Discussion and possible action and vote** with respect to whether to issue a Letter of Support to Kilroy Realty Corporation for “Removal of seven legally permitted, non-conforming signs in exchange for Signs Area Bonus credits, pursuant Hollywood Signage Supplemental use District (“HDDUD”) Section 8 (A),” located at 6105-6125 W. Sunset Blvd., Los Angeles, CA. **Zide/Anderson moved to issue the letter as recommended. Motion passed by roll call vote, 11-2-3. (Abstaining: Gonzalez, Corrado, Yu)**
22. **Bylaws/Elections Committee**
Update from Jirair Tossounian regarding the March 4 Bylaws Meeting.
23. **Youth Committee**
Update from Drew Petersen regarding the February Youth meeting.
24. **Parking Transportation Traffic Committee** – None Present
25. **Executive Committee** – None Present
26. **Proposed Agenda Items** for next Board meeting on April 8, 2013 – None Presented
27. **New Business** - None Presented
28. **Adjournment** -

9:39