

Hollywood Studio District Meeting Minutes

September 11, 2023, 6pm, Lemon Grove Recreation Center

I. Call to Order and Board Roll Call

The meeting was called to order at 6:03pm.

Present: 6 Rafael Borja, Alison Brotherton, Michael Krupa (Arrived at 6:15pm), Evan Holloway, Kerith Kelly, and Leon Randolph

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

II. Government Reports

Declan Floyd from State Senator Anthony Portantino's office shared some information on behalf of the State Senator. He discussed the following bills:

- SB41, which would allow Neighborhood Councils to have more flexible meetings including virtual or hybrid options. It has passed in the legislature and is waiting on the governor's signature. Then, the bill will go to the City Council and Neighborhood Councils will be able to take a 2/3rds vote.
- Declan said SB799 was currently going through the process and would allow workers on strike to claim unemployment benefits after being on strike for 2 weeks.
- A board member asked about SB553. Declan shared some information about this bill but was not very clear on it and offered his contact information to board members to follow up about it. The basic understanding of the bill was that employees should not interfere with people stealing. It was currently in the assembly and would come back to the senate by Thursday (last day of the session).

Senior Lead Officer Jesse introduced himself to the board and shared some updates regarding crime and other happenings in the district.

- SLO Jesse said that most crime, especially violent, is down – only 6 homicides in Hollywood in the last year. There were no homicides in the district area in the past year. Robbery was also down 14%. Aggravated assault was down 14.5%. However, property crimes had risen including burglary from vehicles and homes as well as retail shop lifting thefts.
- Kerith Kelly asked about encampments in the area. There was discussion about limitation of what officers could do regarding cleaning encampments. He also mentioned advocacy for an Inside Safe program in the area.
- SLO Jesse also shared about a shooting incident at Bernstein High School.

The board moved to section 8a.

VIII. New Business

- A. Dept of Transportation Hollywood Blvd Safety and Mobility project presentation

- Lameese Chang, LADOT planner, presented on upcoming traffic safety updates to Hollywood Blvd. between Gower and Lyman and provided the board with informational material. Implementation was expected to start next year.
- SLO Jesse asked about Santa Monica and Gower and issues with the traffic there when events were taking place at the Cemetery. Board members expressed concern regarding traffic on Santa Monica in general.
 - Ms. Chang explained that these updates were happening based on studies indicating Hollywood Blvd. had many accidents occurring and research would continue and she would bring this up to her department.
- Allison Brotherton asked about the consideration of parking in this project.
 - Ms. Chang said that there would be some parking loss but they were not proposing parking removal overall. LADOT would be sure to notify businesses impacted by this
- Lameese Chang Lameese.chang@lacity.org

The board moved back to Item 3.

III. Department of Neighborhood Empowerment Update

Raul Preciado shared an update from DONE.

- Mr. Preciado discussed materials he had provided to board members including a work plan for Neighborhood Councils in exhaustive efforts. He suggested board members take a look at this document and send him information via email. At the next meeting, Raul said he would bring an updated work plan to the next board meeting.
- Mr. Preciado also discussed board members ensuring they take the necessary trainings in Cornerstone. He also talked about Planning 101, which is a requirement if boards have a PLUM committee but because this NC was in exhaustive efforts this was not yet required but suggested.
- Mr. Preciado said signers and bank card holders need to take Financial Officer trainings which are offered live twice a month.

IV. Special Orders

- A. Business tenant seat (5 open seats)
- B. Property owners seat (2 open seats)
- C. Residential neighborhood seat district 6
- D. Residential neighborhood district 7
- E. At-large seat (2 open seats)

Raul Preciado asked if anyone in the public was interested in an available board seat.

Jake Hoffman shared that he was interested, he said he is a part owner of a business and would be interested in the business tenant seat or at-large seat available.

Leon Randolph motioned to appoint Jake Hoffman to a Business District board seat. Rafael Borgas seconded the motion.

- Board members asked if Jake was available on Second Mondays of the month for meetings. He said yes. Allison Brotherton asked how Jake heard about the board. He said his neighbor was board member Leon Randolph.

Yes: 6 Rafael Borja, Alison Brotherton, Michael Krupa, Evan Hollway, Kerith Kelly, and Leon Randolph

No: 0

Abstain: 0

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

The motion passed. Raul Preciado said that Jake Hoffman will be sworn in at the next meeting.

V. General Public Comment

There was no public comment.

VI. Regular Business

A. Consent Calendar

1. Approval of august 14, 2023 general board meeting minutes with an amendment: 3 items where we needed to recall who these folks were –
2nd signer: Rafael Borja
2. Alternate signer: Alison

Kerith Kelly made the motion. Michal Krupa seconded it.

Yes: 6 Rafael Borja, Alison Brotherton, Michal Krupa, Evan Holloway, Kerith Kelly, and Leon Randolph.

No: 0

Abstain: 0

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

VII. Board Reports

A. September 9th community resource fair at Lemon Grove Rec Center debrief

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- Alison appreciated some attendance, met a lot of people but this speaks to the effectiveness – no one who they met came here; we have to keep on that path and have a more cohesive way to do it; moving forward, do a better job but it was a great fair
- Rafael - it was good, definitely need more material; more contact info but it was a good start, getting to know the community, them getting to know us
- Alison - thought people were going to come today
- Park person said they have a lot of contacts from the park
- 80% of the people spoke spanish so it was good Rafael was there to communicate
- Now we have fliers with spanish on them
- Photos – work with Michael to get them

VIII. New Business

B. Status of hsdnc.org and domain tools

- Michal Krupa shared that the gmail was not set up because no payment was made on the account, once this was sorted out, he would be able to set everyone up with emails.

- Mr. Krupa asked about users on the wordpress: Wendy Moore and Heidi Vanmoore. Allison Brotherton said she did not recognize the names, Michal said he would remove them. He also suggested that anyone who wanted to post on the wordpress reach out to him so he could set up their account.
- Michal said he would disable the committee section on the website because the NC was in exhaustive efforts. He also asked board members to review the Resources and affiliations section to see if there was anything they should add or remove from the section.

C. Request that the NC printer located at 5500 Hollywood Blvd be picked up by Konika-Minolta and no longer rented by the board.

- There was discussion about the board having access to a printer in storage. Allison Brotherton suggested the item be tabled until this was sorted out to see if this would be necessary or not.
- Rafael Borja mentioned the board was currently paying \$70 per month including use of the printer, ink, and paper.
- The board agreed to table the item to the next meeting.

D. Request to participate in bus bench program PSA and approve up to \$500 for bus bench ad design and cost of printing.

Leon Randolph discussed this motion. There was discussion about a school contest for the design.

Allison Brotherton made the motion. Rafael Borja seconded.

Yes: 6 Rafael Borja, Alison Brotherton, Michal Krupa, Evan Holloway, Kerith Kelly, and Leon Randolph

No: 0

Abstain: 0

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

E. Approve \$3000 for sponsorship of the Lemon Grove Rec Center Fall Festival to take place on October 31st. Sponsorship includes NC logo added to promotional materials, banners, and a booth at the festival.

- Jose Aviles, Director of the Lemon Grove Rec Center, shared information about their upcoming fall festival and general programs the Rec Center provides.
 - Alison Brotherton asked about the budget and what other things the Rec Center may need support for in the future.

Rafael Borja motioned to approve, Kerith Kelly seconded.

- There was discussion about the specifics of the event, including HSDNC's logo in the advertising for the event, the overall budget and allocating money for events within it, and utilizing the money budgeted for repairing community relationships toward this event.

Yes: 5 Rafael Borja, Michal Krupa, Evan Holloway, Kerith Kelly, Leon Randolph

No: 0

Abstain: 1 Alison Brotheron

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

F. Approve up to \$500 for business cards for board members to use in community outreach.

- Rafael Borja discussed the event he and Leon Randolph attended last week and said business cards would be a great way to be able to introduce the board to the community and to other NCs.

Rafael Borja motioned; Evan Holloway seconded.

Comments: Evan Holloway asked about the business card design and Raul Preciado said this could be agendaized for next meeting.

Yes: 6 Rafael Borja, Alison Brotheron, Michal Krupa, Evan Holloway, Kerith Kelly, and Leon Randolph

No: 0

Abstain: 0

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

G. Approve up to \$1,000 for tabling at outreach events to include table banner, tablecloth, stress balls, pens, magnets, postcards, and other outreach giveaway items.

- Rafael Borja said that other NCs had pens, stickers, and other material with their branding on it. This would be something that could get more interest in HSDNC.

Rafael Borja made the motion; Michal Krupa seconded.

Yes: 4 Rafael Borja, Michal Krupa, Kerith Kelly, and Leon Randolph

Abstain: 2 Alison Brotherton and Evan Holloway

No: 0

Absent: 3 Eileen Rogers, Robert Rohrer, and Cathy Hood

The motion passed.

H. Approve up to \$4000 for 5000 postcards to be created and mailed to residents of HSDNC promoting the vacant board seats and meetings.

- Raul Preciado discussed mailing out postcards with information about the Neighborhood Council as an effort to get out of exhaustive efforts and raise awareness about the NC.

Leon Randolph motioned; Kerith Kelly seconded.

Further Discussion:

- Michal Krupa asked about information on how people actually engage with the postcards and would like more information in order to vote on this item. He requested to table this and wait to get information about other Neighborhood Councils' success rate on sending out postcards. There was agreement on this.

This item was tabled for the following meeting.

I. Restart community holiday drive program in partnership with local food banks and groups.

- Allison Brotherton suggested planning a food drive around the holidays, partnering with local nonprofits like Hollywood Food Coalition.
- Kerith Kelly asked about more details about the event.
- Allison said they used to have a holiday food drive before the COVID pandemic and it would be a way to give back, by collecting food donations, and do outreach in the community.

J. Creation of a board and community holiday event at Lemon Grove Recreation

- This item was already discussed. The board moved forward.

IX. Outreach

- A. Discussion/Action: Continued Creation of a comprehensive outreach plan and vote to establish action items on community engagement activities
- There was discussion about ensuring board members come to the board with items they have done research on and take ownership of it or work together with Raul in advance.
- There was no further outreach discussion.

X. Announcements

- A. Upcoming Event: Community Clean Up with Councilmember Hugo Soto-Martinez on Saturday Sept 16th 9:00am
- Cathy Hood had emailed about this event and was currently gone because of unforeseen circumstances, she was stuck on the East Coast. Raul said that Cathy will send the information to the group.
- Evan Holloway asked the group about adding new photos to the Neighborhood Council website. Michael Krupa said to send any photos to him so he could update the website.

The meeting adjourned at 8:08pm.