

Minutes of North Hollywood Northeast Neighborhood Council
Outreach Committee

February 8, 2010
Valley Plaza Library
Meeting Start at 6:30PM

In Attendance:

- Sarah R.
- Florence D.
- Ben M.
- Inez M (Arrived during discussion of Item #2)

1. **Review of Previous Minutes from January 4, 2010:** Previous minutes were reviewed. One typo was corrected. Minutes were approved by consensus.
2. **Channel 35 and Pedestrian Walkways:** Florence spoke with Daniel Ruiz and received good information about Channel 35. She also received an application to present information aside from the scroll. Channel 35 will cycle through announcements. We can provide an announcement including background image. Ruiz said the text should be 12 to 20 words since it would be up on the screen for a few moments in the cycle. We considered putting our name, slogan, website, and possibly phone number.

Florence also said she has been pursuing the potential of a new phone number for the Council. City restrictions make traditional phone numbers difficult. Florence is expecting information from Ernie about a potential service from Google. She also presented information on VOIP service, but this seems to be too complicated to pursue at the moment.

Ben noted four major intersections in the Council area at the intersections of Laurel Canyon and Lankershim with Saticoy and Sherman Way. The cost to place decorative walkways would be prohibitive, especially with the current budget crisis. Grants or business involvement may be an option. Ben also noted that the bus stops at these intersections do not have shelters. Adding shelters to these intersections may be a more viable improvement project in the short term.

3. **North Valley Reporter:** Sarah has spoken with David Martinez from the City Attorney's Office. The reimbursement for creating the advertisement may not be legal. Additionally, the payment methods some other Councils were considering to cover the cost may not be appropriate. Adjustments have been made to place an advertisement in the February edition of the Reporter. The Reporter must be distributed by Council volunteers and the Committee attendees have been drafted. This led to a discussion about developing business contacts for the Council and the desire to have stronger business representation and involvement.
4. **Fiscal Outlook:** Sarah read a letter by Al Abrams as an example of many that have been sent regarding the upcoming budget crisis. The City is considering significant cuts to the Council budgets and the DONE staff. The impacts to the Council system would be severe.
5. **Fiscal Strategies:** This issue was introduced. Based on a consideration of current expenditures, about \$2,500 of the Council budget is already obligated for costs including the Post Office Box, Website hosting, and copying. Under a significantly reduced budget, the Council would have to prioritize other spending.

6. **Shopping Center at Lankershim and Strathern:** A center will be developed at this intersection. The Council may be interested in asking LAPD to include a police substation in the center. There are currently no police facilities within the Council boundaries. A local facility would provide better response time in the Council, help to develop community policing connections, and provide a stronger presence in an potentially at-risk area of the City. The substation could also allow for foot patrol policing in the area which may be a better strategy to serve the Council communities.
7. **Letter to Hiltner:** For the above reasons, the Committee proposes that the Council to write a letter to Captain Joseph Hiltner of the Foothill Division to include a police substation at the proposed shopping center. This will be presented to the Council at the February meeting. Eric Freedner, as Secretary, would be in charge of writing the letter.
8. **Wendy Gruel Invitation:** Wendy has said that she would be interested in attending the March Council meeting.
9. **Promo Items:** Sarah brought several older promotional items to the Council including a pen, calculator, and safety light/whistle. These items had outdated information printed on them, but were otherwise good promotional items. Florence researched the cost to relabel these items so they could be used again. It would cost about \$150 to update 500 pens, \$245 to update 3,000 whistles, and \$150 to update 500 calculators. A proposed motion for these costs was not developed by the Committee. Other update methods will be considered to eliminate the incorrect information and leave the Council name.
10. **Audit Review:** The extensive audit was discussed, including how many infractions it revealed and how long the problems have gone undiscovered. Many changes, including additional training, will likely be needed to fix these problems. The reduction of staff at DONE will not help this.
11. **Election Status:** The status of candidate elections was brought up with minor discussion.

Meeting concludes at 8:00PM.