

CITY OF LOS ANGELES

CALIFORNIA



NORTH HOLLYWOOD NORTH EAST NEIGHBORHOOD COUNCIL



BOARD MEMBERS of NHNENC:

Ernie Moscoso - Pres.  
Chuck Loring – V-Pres.  
Ellen Oganessian – Sec.  
Michael Menjivar – Treas.  
Ruben Borges  
Donald Dorick

J. Eric Freedner  
Salvador Guerrero  
Judy Harris  
Drexel Heard II  
Jack Lindblad  
Ashot Oganessian

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Meets Third Thursday Night,  
7:00 PM, LA Fire Station 89  
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NORTH HOLLYWOOD NORTH EAST NEIGHBORHOOD COUNCIL  
**MINUTES of the SPECIAL BOARD MEETING**  
**Wednesday, September 21, 2016 – 7:30 pm to 9:00 pm**

**L. A. Fire Station 89 - Community Room**  
**7063 Laurel Canyon Blvd., North Hollywood, CA 91605**

**Item #1 – Call to Order, Roll Call, Welcome:** The meeting was called to order by President Moscoso at 7:32 p.m. Present were: J. Eric Freedner (at-large rep.), Judy Harris (community-based organizations), Drexel Heard II (resident), Jack Lindblad (business), Chuck Loring (community interest), Michael Menjivar (resident), and Ernie Moscoso (business), constituting a quorum. 3 stakeholders initially present (Kenny LaSalle, Kathleen Quinn, Aaron Molina).

As Secretary Oganessian was absent, Mr. Moscoso had asked Mr. Freedner to take Minutes tonight.

**Item #2 – Comments by Government Officials:**

Mr. LaSalle announced he had been given a wider area to cover, the legislature introduced a smart stop light act today; job fair to be held at El Carriso Park, 10/6, 10 AM – 2 PM.

**Item #3 – Comments by Stakeholders on non-agenda items:**

None.

**Item #3 (4) – Discussion and possible Action to fill the following Vacant Seats on the Board – Community-Based Organization Members:**

Explanation by Ms. Quinn, Mr. Molina was at first not qualified in the position sought, then he was seated in a declared position that was not vacant; tonight , he is to be seated as a Community-Based Organization Representative, based in part upon his membership of the Church on Valerio Street.

MOTION by Mr. Heard, seconded by Ms. Harris, to seat Aaron Molina on the Board of NHNENC as a Community-Based Organizations representative.

VOTE: Yes – Board members Freedner, Harris, Heard, Lindblad, Loring, Menjivar and Moscoso.

Noes – none

PASSES UNANIMOUSLY, 7-0.

Mr. Molina was found to have taken the required trainings and the Chair ruled that he could vote as a Board Member on all matters for the remainder of the evening.

**Item # 4 (5) – Presentation, Discussion and Possible Action: Approval of Monthly MER:**

Mr. Menjivar presented the Monthly Expense Report for August, balance is still over \$10,000 for this quarter.

MOTION, by Mr. Menjivar, seconded by Mr. Heard, to approve the MER as presented.

VOTE: Yes – Board members Freedner, Harris, Heard, Lindblad, Loring, Menjivar, Molina and Moscoso.

Noes – none

PASSES UNANIMOUSLY, 8-0

**Item #6 – Presentation, Discussion and Possible Action – Allocation of up to \$1000 to Valley Family Services to Support VFD Village Run/Walk:**

Ms. Harris noted the correct name of the organization was “Village Family Services” – further discussion on what the funds would specifically be used for; rental of a booth at the event, plus advertising our NC on the backs of T-shirts and other ad material.

MOTION, by Mr. Heard, seconded by Mr. Loring, to approve allocation of \$1,000 for the VFD Village Run/Walk for the purposes explained.

VOTE: Yes – Board members Freedner, Harris, Heard, Lindblad, Loring, Menjivar Molina and Moscoso.

Noes – none

PASSES UNANIMOUSLY, 8-0

**Item #7 – Presentation, Discussion and possible action – Allocation of up to \$1250 for support of partnership with Sun Valley Area NC Police Banquet:**

Mr. Heard explained that the money was to be spent on two breakfasts, the Outreach Committee had a long discussion on this proposal and recommended not to support the event. Further discussion, possibility of our NC putting on its own town hall or meeting with police and community. Based on the committee report, no action taken.

**Item #8 – Presentation, Discussion and possible action – Allocation of up to \$300 for support of Foothill Police Division Cooperation Popsicle:**

Mr. Heard explained that Officer Vasquez had asked our possible support for this event, police officers would hand out popsicles to school kids. A similar plan might be held with Officer Ahedo in our other police district.

MOTION by Ms. Harris, seconded by Mr. Heard, to allocate up to \$300 for popsicles for the Foothill Police division “Operation Copsicle.”

VOTE: Yes – Board members Harris, Heard, Lindblad, Loring, Menjivar, Molina and Moscoso.

Noes – Board member Freedner

PASSES, 7-1

**Item #9 – Presentation, Discussion and possible action – Allocation of up to \$3000 for rebranding/redesigning:**

Mr. Heard explained that these funds would be used to revise our website through Moore Business Results, and showed the Board Ms. Moore’s proposal and cost estimate. Further discussion on cost, format of item on the Agenda, changes to be offered, website enhancements.

MOTION by Mr. Molina, seconded by Mr. Lindblad, to approve spending up to \$3,000 for website rebranding and redesigning to be done by Moore Business Results.

VOTE: Yes – Board members Harris, Heard, Lindblad, Loring, Menjivar, Molina and Moscoso.

Noes – Board member Freedner

PASSES, 7-1

**Item #10 – Presentation, Discussion and possible action – Allocation of up to \$500 for Social Media Outreach:**

Mr. Heard said the Outreach Committee recommended a further push for ads on Twitter and Facebook, target users by ZIP codes, but that the Committee ended up recommending only \$200 be spent on this for the first quarter of the year.

MOTION by Ms. Harris, seconded by Mr. Molina, to allocate up to \$500 for the Social Media platform for the first quarter of this year.

Further discussion: suggestion by Mr. Heard that it be only up to \$200; proposed amendment to motion by Mr. Freedner that the Committee report back to the Board on the first quarter results. Mr. Heard promised such a report without the necessity for the amendment.

VOTE: Yes – Board members Freedner, Harris, Heard, Lindblad, Loring, Menjivar and Moscoso.

Noes – None

PASSES UNANIMOUSLY, 8-0

**Item #11 – Special Item – Presentation, Discussion and possible action – Allocation of up to \$600 for Halloween Party at Valley Plaza Park:**

Ms. Quinn ruled that this cannot be considered tonight, it was not received by her within 24 hours of the meeting, and too late for her to investigate. Instead the matter was tabled until the October regular Board meeting.

**Item #12 (11) – Comments by board members:**

Comments made by Board Members Harris, Lindblad, Heard, Freedner, Menjivar, and Loring.

Fire Station Capt. Wynn, who had arrived at the meeting, spoke briefly to introduce himself.

Mr. Moscoso then made his closing remarks.

**Adjourn:**

There being no further business on the Agenda this evening, a motion to adjourn was made by Mr. Heard, seconded by Mr. Freedner, and unanimously approved, the meeting coming to an end at 8:55 p.m.

**Respectfully Submitted,**

**J. ERIC FREEDNER, Acting Secretary, NHNENC**