

COUNCIL MEMBERS

- Zaid Diaz-Arias - **President**
- Jennifer Clark - **Vice President**
- Dylan Meneses - **Secretary**
- Michael Coleman - **Treasurer**
- Jennie Palluzzi - **Parliamentarian**
- Maria Cermeno
- Robert Clark
- SheRise Ford
- Mel Futrell
- Veronica Jimenez
- Marci Marks
- Kate Martinez



**NORTH HOLLYWOOD
NORTHEAST NEIGHBORHOOD
COUNCIL MINUTES**

Meeting Type:
Regular Board Meeting

Date:
Wednesday, July 17, 2024
7:00 PM

Location:

Los Angeles Fire Station 89, Community Room
7063 Laurel Canyon, L.A., CA 91605

**NORTH HOLLYWOOD NORTHEAST
NEIGHBORHOOD COUNCIL**

Meets the 3rd WEDNESDAY
January through December @ 7PM

LA Fire Station 89
7063 Laurel Canyon, L.A., CA 91605
Community Room

*Enter the Fire Station gate to find the
Community Room in the back of the
Station. Ample parking available
inside the Station parking lot.*

Email: Board@NHNENC.org
Website: www.nhnenc.org

Mailing Address:
P.O. Box 15515, North Hollywood,
CA 91615

*President/Chair reserves the right to move agenda items to accommodate speakers

<u>Item #</u>	<u>Topic</u>	<u>Person Responsible</u>
1	<p>Call Meeting to Order—Roll Call</p> <p>President Zaid Diaz-Arias calls the meeting to order at 7:03 p.m. Quorum achieved</p> <p>8 Present: Zaid Diaz-Arias, Jennifer Clark, Jennie Palluzzi, Maria Cermeno, Robert Clark, SheRise Ford, Marci Marks</p> <p>8:11 pm - Mel Futrell arrived</p> <p>4 Absent: Excused: Dylan Meneses, Michael Coleman, Veronica Jimenez, Kate Martinez Unexcused: n/a</p>	President Diaz-Arias
2	<p>Chair Welcome & Brief Review of NC rules</p> <p>President Zaid Diaz-Arias gave a Brief Review of NC rules.</p>	President Diaz-Arias

3	<p style="text-align: center;">Comments by Government Officials (3 Mins Ea.)</p> <p>LAPD Senior Lead Officer Ahedo provided July crime stats for the neighborhood council region, which included:</p> <ul style="list-style-type: none"> ● Two homeless persons involved in a dispute near liquor store near Sherman Way/Lankershim, where one stabbed the other ● A Shoplifting incident that turned into a Robbery at the 7/11 on Saticoy ● a family fundraiser on Camellia Ave was marred by a shooting in the victim's leg ● a homeowner shot a burglary suspect in his home in Valley Village <p>Stated that the Valley Plaza Rec's Summer Night Lights (SNL) program started on July 5th and is going well.</p> <p>Daytime Robberies are a concern</p> <p>LAFD Battalion Chief Morehouse spoke about the new Fast Response Vehicles which are being used for small fires and other issues. He gave stats on their effectiveness. Currently only Six (6) in all of Los Angeles City, Two (2) of which are in the San Fernando Valley area. These are not restricted to certain boundaries.</p> <p>He also talked about the importance of brush clearing to reduce the risk of fires.</p> <p>Betsaira Aguilera, the East Valley Area Rep for the Mayor's Office, announced Summer Night Lights' list of free events which run from July 5th to August 10th, Thursdays through Saturdays from 6 p.m. – 11 p.m. Valley Plaza Rec. Center at 12240 Archwood Street in North Hollywood is one of the locations. She also spoke about LA Optimized 2.0, a program that supports small businesses, and a partnership that helps young adults.</p> <p>Arus Grigoryan, Field Deputy for L.A. City Council District 2 (CD2) and Council President Paul Krekorian, spoke about the free concert series NoHo Summer Nights being held at North Hollywood Park, 11455 W. Magnolia Blvd. in North Hollywood. The concerts start at 7 p.m. and movies start at dusk. (Visit: valleycultural.org for more info). She informed the board about their RV Operation which should be completed by the end of July or beginning of August. Additionally, the Councilmember is identifying projects that he can fund/sponsor before the end of his term in December. She talked about the increasing theft of copper wire, the mural project, and efforts to remove homeless encampments in CD2 (until beds are available for everyone, there won't be any enforcement of a ban on homeless encampments).</p> <p>Helena Donb, the EmpowerLA rep for the NHNENC, announced the virtual listening tour for board members with EmpowerLA GM Carmen Chang, Board Member trainings and other relevant information mainly applicable to neighborhood council board members.</p> <p>Ron Bitzer, a volunteer with City Rec & Parks PAB, spoke about the history of the Valley Plaza Park and what it looked like before the 170 was built through it. The parks that we now see are known as Remenint parks aka leftovers.</p>	Various
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4	<p style="text-align: center;">Public Comments on Non-Agenda Items (3 Mins Ea.)</p> <p>Seta Zorabian, regional manager for L.A. County Economic Development Corporation, talked about the private nonprofit’s work to support local businesses with government contracting. They provide technical assistance and an Entrepreneur Academy. She is interested in putting together a business roundtable in North Hollywood for this purpose.</p>	Various
Presentations		
5	<p>Discussion and Possible Action: Presentation by Los Angeles City Planning on the Southeast Valley Community Plan update on the drafted General Plan Land Use map (GPLU)</p> <p>Zeke Wapner updated the board on the drafted General Plan Land Use map. Zeke gave a PowerPoint presentation on the planning area of 100 square miles in the Valley. There are 35 individual community plans within the City. In the Southeast Valley, there are three community plans, mostly focused on family/residential. He talked about the challenges with increasing housing while also preserving open space and said they are not proposing expansion of the industrial area. Instead, they are working to make business areas more pedestrian friendly, propose transportation improvements, and are exploring flexible housing options.</p> <p>He stated that the last community plan for the Southeast Valley was done in 1996. The purpose is to make sure the community plan remains relevant to the community’s needs. Currently, small businesses make up the vast majority of the businesses in the S.E. Valley.</p>	President Diaz-Arias/Zeke Wapner
6	<p>PRESENTATION by Meghan Luera, senior management analyst II, Los Angeles Recreation and Parks on their drafted Art Policy. This is in response to the NHNENC’s CIS approved in May 2024</p> <p>Meghan Luera listed the four types of art that they come across and explained who manages what. There is currently no policy on Art at this time; she called it a “free for all.” The purpose of this Art Policy is to protect Public Art.</p> <p>Rec & Parks only wants to be involved in “temporary art” which lasts from 12 months to five years. They are not responsible for the maintenance of art nor for the removal of the art. She stated that all Public Art should be appropriate for public spaces, not impose any safety hazards, and include a recreational component.</p> <p>Currently, they are proposing a \$500.00 application fee as well as a future removal fee. This policy requires board approval, which has not happened yet. Megan said the approval process can take anywhere from three to six months or longer. They are trying to create a policy that is achievable and sustainable.</p>	VP Clark

	<p><u>Jennifer Clark moves to approve that NHNENC respond to the RAP letter dated June 27, 2024 with the following suggested changes/clarifications discussed with Meghan Luera during their presentation at our July 17, 2024 meeting: 1) that the "diligent cost analysis factoring in the time internally processing the applications, ..." be publicly available and included when presenting the proposed policy to the RAP Board of Commissioners; 2) that the "Right-of-Entry permit for installation" includes clarification in the policy that it is referring to the removal cost at the end of the art installation; and 3) that there is language in the policy that informs the applicant of the estimated time it will take RAP staff to process the application for transparency.</u></p> <p><u>Jennie Palluzzi seconds</u></p> <p><u>6 Ayes:</u> Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, and Marci Marks <u>0 Nays:</u> n/a <u>1 Abstentions:</u> Zaid Diaz-Arias</p> <p>Motion passes 6-0-1</p>	
<p>7</p>	<p>Discussion and Possible Action: Presentation and Update on Keswick Pocket Park project (Keswick/Laurel Canyon) by Los Angeles City Council District 2 (CD2) Field Deputy</p> <p>Arus Grigoryan talked about the difficulties in purchasing land for this pocket park and how it has taken eight years to come to fruition. There are difficulties with sewer lines that are getting in the way of improvements but it has been going forward and will be a better use of this vacant land. They are currently exploring options for equipment for the public. When the park is completed, the NHNENC Board and the public will be invited for the groundbreaking.</p> <p>Public Comment:</p> <p>Ron Bitzer suggested that CD2 continue to try to purchase the remaining land from the property owner that abuts the pocket park.</p> <p>Lionel Mares noted that the pocket park will be a good use of space as it will service children who live in this area.</p>	<p>VP Clark/ Arus Grigoryan</p>
Consent Calendar		
<p>8</p>	<ul style="list-style-type: none"> a. Discussion and Possible Action: Review and approve the May and June 2024 MER. b. Discussion and Possible Action: Review and consider Purchasing Tent Holders and Document Display Holders in an amount not to exceed \$100 to display Board Member names at meetings and information documents at Outreach events. c. Discussion and Possible Action: Review and approve recurring monthly expenditures for Public Storage for Storage up to \$250 and storage insurance of up to \$20. d. Discussion and Possible Action: Review and approve payment of recurring 	<p>Treasurer Coleman/VP Clark</p>

	<p>monthly expenditures for Apple One for Note-taking Services up to \$300.</p> <p>e. Discussion and Possible Action: Review and approve recurring monthly expenditures for Moore Business Results for Web Services up to \$650.</p> <p>f. Discussion and Possible Action: Review and approve recurring monthly expenditures for printer ink of up to \$60.</p> <p>g. Discussion and Possible Action: Review and approve purchasing a PO Box for 12 months for up to \$250.</p> <p>h. Discussion and Possible Action: Review and approve purchasing a Zoom License for 12 months for up to \$250.</p> <p>i. Discussion and Possible Action: Review and approve purchasing official LA City Name Badges from Anderson Trophy for up to \$100 for Board Members in good standing to use as needed for Meetings, Events, and Public Identification.</p> <p>j. Discussion and Possible Action: Review and approve purchasing service thru Straight Talk to use with our WiFi Hotspot device for up to \$300.</p> <p>SheRise Ford moves to approve all items in the consent calendar</p> <p>Jennie Palluzzi seconds.</p> <p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell</p> <p>0 Nays: n/a</p> <p>1 Abstentions: Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	
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Board Business		
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<p>9</p>	<p>Discussion and Possible Action: Review and approve the Fiscal Year Administrative Packet for 2024-2025.</p> <p>Jennie Palluzzi moves to approve</p> <p>SheRise Ford seconds</p> <p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell</p> <p>0 Nays: n/a</p> <p>1 Abstentions: Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	<p>Treasurer Coleman</p>
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10	<p>Discussion and Possible Action: Review and approve virtual meeting option for Regular Board Meetings in the months of January, July, November, and December; any Special Board Meetings; and any Committee Meetings thru January 1, 2026.</p> <p><i>Note: This motion requires only a majority vote and covers the time period SB411 allows. Then we still need a 2/3 (of all seats) vote to actually approve SB411 to allow for virtual meetings</i></p> <p><u>Jennie Palluzzi moves to amend the motion “that up to one-third of the regular board meetings be held virtually”.</u></p> <p><u>SheRise Ford seconds.</u></p> <p><u>7 Ayes:</u> Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell <u>0 Nays:</u> n/a <u>1 Abstentions:</u> Zaid Diaz-Arias</p> <p>Amendment to Motion passes 7-0-1</p> <p><u>SheRise Ford moves to approve amended motion that up to one-third of the Regular Board Meetings; any Special Board Meetings; and any Committee Meetings be held virtually thru January 1, 2026.</u></p> <p><u>Mel Futrell seconds</u></p> <p><u>7 Ayes:</u> Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell <u>0 Nays:</u> n/a <u>1 Abstentions:</u> Zaid Diaz-Arias</p> <p><u>Amended Motion passes 7-0-1</u></p>	VP Clark
Budgetary Items		
11	<p>Discussion and Possible Action: Review and approve a Neighborhood Purpose Grant for She is Hope LA of \$5000 to support single mother families with tailored educational programs on financial guidance, job training, peer support and essentials like clothing, shoes, housewares, food, and personal hygiene.</p> <p><u>Tisha Janigian</u> gave a presentation on the non-profit She is Hope, LA, which was seeking a neighborhood purpose grant for \$5,000.</p> <p>Discussion on organization being located in Encino without a presence or proof of services being given to North Hollywood stakeholders. Helena Donb from EmpowerLA instructed on what information must be provided for an NPG to move forward. Discussion that the NPG Completion Report Form be required.</p> <p><u>Jennifer Clark moves to amend the amount to \$1,000.</u></p> <p><u>Robert Clark seconds.</u></p>	President Diaz-Arias

	<p>3 Ayes: Jennifer Clark, Robert Clark & Maria Cermeno 4 Nays: SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 1 Abstentions: Zaid Diaz-Arias</p> <p>Amendment to the Motion fails 3-4-1</p> <p>Jennie Palluzzi moves the original motion</p> <p>SheRise Ford seconds.</p> <p>4 Ayes: SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 3 Nays: Jennifer Clark, Robert Clark & Maria Cermeno 1 Abstentions: Zaid Diaz-Arias</p> <p>Motion passes 4-3-1</p>	
12	<p>Discussion and Possible Action: Review and approve recurring monthly expenditures for food and beverages for stakeholders at the NC Regular Board Meetings of up to \$300. Recommended by the Outreach and Youth Empowerment Committee.</p> <p>Discussion that inflation has affected the cost of purchasing store and/or restaurant refreshment items. Given that our meetings last for 2 hours on average, providing refreshments for stakeholders has a positive impact on outreach. SheRise suggests putting an RSVP link on the agenda so the proper amount of food can be purchased.</p> <p>Jennifer Clark moves to amend the amount to \$200</p> <p>Jennie Palluzzi seconds.</p> <p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 0 Nays: n/a 1 Abstentions: Zaid Diaz-Arias</p> <p>Amendment to Motion passes 7-0-1</p> <p>Mel Futrell moves to approve amended motion recurring monthly expenditures for food and beverages for stakeholders at the NC Regular Board Meetings of up to \$200</p> <p>Jennie Palluzzi seconds.</p> <p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 0 Nays: n/a 1 Abstentions: Zaid Diaz-Arias</p> <p>Amended Motion passes 7-0-1</p>	VP Clark

13	<p>Discussion and Possible Action: Review and approve having an Outreach table at the CD2 NoHo Summer Nights and allocate a budget of up to \$2000 for tabling, business cards & promotional materials of fans, slinkies, bags, pens, flashlights, and first aid kits. Recommended by the Outreach and Youth Engagement Committee.</p> <p><u>Jennie Palluzzi moves to approve</u></p> <p><u>Robert Clark seconds</u></p> <p><u>7 Ayes:</u> Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell <u>0 Nays:</u> n/a <u>1 Abstentions:</u> Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	Chair Cermeno/ Vice Chair Clark
14	<p>Discussion and Possible Action: Review and approve up to \$1000 for costs in mailing Outreach flyers to stakeholders on the Post Office routes around Keswick Pocket Park</p> <p>Discussion to take advantage of the good news around the Keswick Pocket Park. If flier printing costs more then the number of mail routes delivered around the park to can be reduced to reduce costs.</p> <p><u>Jennifer Clark moves to approve</u></p> <p><u>Jennie Palluzzi seconds</u></p> <p><u>7 Ayes:</u> Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell <u>0 Nays:</u> n/a <u>1 Abstentions:</u> Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	Chair Cermeno/ Vice Chair Clark
Committee Business		
15	<p>Discussion and Possible Action: Review and consider creating an Ad Hoc Elections Committee and appointing members and a chair. The purpose of the committee would be to communicate with the Office of the City Clerk for the 2025 NHNENC Election Cycle (NHNENC Standing Rules: Article VI, Section 2).</p> <p><u>Jennie Palluzzi moves the motion.</u> <u>SheRise Ford seconds.</u></p> <p><u>Zaid Diaz-Arias appoints Jennifer Clark as Chair of the Ad Hoc Elections Committee.</u> <u>Jennifer Clark accepts the appointment as Chair.</u> <u>Jennifer Clark appointed Jennie Palluzzi as a committee member.</u></p>	VP Clark

	<p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 0 Nays: n/a 1 Abstentions: Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	
16	<p>Discussion and Possible Action: Review and consider creating a Planning and Land Use Committee and appointing members and a chair. (NHNENC Standing Rules: Article VI, Section 3). Note: The city requires that all board members take the Planning 101 training if there is not a PLU Committee.</p> <p><u>SheRise Ford moves the motion.</u> <u>Robert Clark seconds.</u></p> <p><u>Zaid Diaz-Arias appoints Mel Futrell as Chair of the Planning and Land Use Management Committee.</u> <u>Mel Futrell accepts the appointment as Chair.</u> <u>Mel Futrell appointed Marci Marks and Jeff Hayford, a stakeholder, as committee members.</u></p> <p>7 Ayes: Jennifer Clark, Robert Clark, Maria Cermeno, SheRise Ford, Jennie Palluzzi, Marci Marks and Mel Futrell 0 Nays: n/a 1 Abstentions: Zaid Diaz-Arias</p> <p>Motion passes 7-0-1</p>	VP Clark
17	<p>Committee Reports: (if applicable)</p> <ul style="list-style-type: none"> ● Bylaws Committee <u>Chair Jennifer Clark states that the bylaws have been approved.</u> ● Minority Empowerment & Cultural Affairs – <u>No Report</u> ● Executive - <u>No Report</u> ● Elections - <u>No Report</u> ● Outreach & Youth Engagement - <u>No Report</u> ● Beautification & Public Safety - <u>No Report</u> 	Committee Chairs
Concluding Statements		
18	<p style="text-align: center;">Board Member Announcements</p> <p><u>Jennie Palluzzi is going to reorganize the NHNENC Google Drive.</u></p>	Board Members
19	<p style="text-align: center;">Adjournment</p> <p><u>Zaid Diaz-Arias moves to adjourn</u> <u>SheRise Ford seconds</u></p> <p><u>President Zaid Diaz-Arias adjourns the meeting at 9:53 p.m.</u></p>	President Diaz-Arias

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