

HUNC BOARD MEETING MINUTES
MONDAY, FEBRUARY 24TH, 2014; 6:30PM
Cheremoya Elementary School
6017 Franklin Avenue, Los Angeles, CA, 90028

1. Welcome and Introductions

Marlena, Erik, Don, Susan S., Scott, Shiela, Jim, Tom, Leeor, Margaret, Nicole, Jennifer. 12 total. Susan P. 7:25. 13 total.

2. Approval of Minutes

Motion approved 12-0.

3. Public Comment on items not on the Agenda (2 minutes each)

4. LAPD and LAFD (3 minutes each)

None.

5. Los Angeles City, County, and State updates (3 minutes each)

Councilman O'Farrell's representative, Harout Semerdjian, stated he was here as a substitute since the regular rep. had to be called away. He would be taking notes back to the councilman's office.

Daniel Halden from LaBonge's office mentioned repaving, Beachwood Drive parking, and the Hollywood Sign. They want to close the dirt parking lot next to Sunset Stables. Permit parking will be in place on Beachwood, etc., southward from 8 a.m. to 6 p.m. Also a pilot program with parking at the Greek Theatre may be implemented. There would be a shuttle up from the parking lot to a viewing point of the Hollywood Sign, and the closed road would still remain closed for hikers and bikers.

Gatto rep spoke about legislative agenda for term as well as March event on climate change. Scott asked about Assemblymember's position on plastic bag ban. Staffer said he thought he would support it.

6. Presentation on Covered CA Act: Esther Jo from St. Vincent's Health Benefits Resource Center (5 minutes) March 31 deadline to enroll. \$15,900 limit to qualify for MediCal. Private plans for over that.

7. Report on Promise Zone Meeting 2/20/14 (Office of the Mayor) Leeor (5 minutes)

\$500M to be allocated nationwide. Follows Red Line largely. Affordable housing, parks, homelessness. Gives extra points to grant applicants for Freeway Cap Park, area north of Hollywood west of Cahuenga.

8. Report on Community meeting 2/20/14 regarding traffic/parking/Griffith Park Trailhead issues in Beachwood Canyon area (5 minutes)

Gate proposal would permanently prevent vehicular traffic on the dirt road to Sunset Stables, with the exception of Sunset Stables who will have a key. Gate has a door with an automatic lock, proposal to make that entrance Sunrise to Sunset only, lock is automatic to open/close. Those hikers exiting after hours will be able to get out. Bikes aren't allowed on Griffith Park trails so should not be impacted.

9. Report on Councilman O'Farrell's motion regarding the Hollywood Community Plan (5 minutes)

Erik gave report on details of action. Susan S. said need to have a joint meeting of Planning Chairs. Susan P.- Urban Land Institute said 100% of development shoehorned onto 2% of land (urban areas).

10. Motion for proposed letter to CMs LaBonge and O'Farrell requesting that they voluntarily refer traffic and transportation matters that have an impact on more than one area to NCs for a public hearing among all impacted parties. Similar to process now observed on Planning matters, NCs would agree to send recommendations to DOT and Council office in an expedited fashion. (5 minutes)

Erik-Don motion adopted 12-0.

11. Cultural Monument #908, Historic Figueroa/Riverside Bridge: motion to support 60-180 day extension before any demolition can take place to allow the Bureau of Engineering time to perform a study into the feasibility of transforming the old bridge into a public park/bike corridor and to confirm with existing HUNC

policy of support for the preservation of historic resources, particularly those that have been officially recognized by the City, State or U.S. Gov't. (5 minutes)
Motion Susan-Sheila approved 12-0. Scott offered to hear item in PLUM.

12. Announcement: Save the Date for the 3rd Annual Hollywood Half Marathon benefiting the Make A Wish Foundation, Covenant House and Los Angeles Youth Network, 6am on Saturday, April 5th, 2014.

13. Outreach/Elections

A. Update on 2014 elections by Jay Handel, I.E.A. (Independent Elections Administrator)

B. Update on Elections Call for Candidates.

Tom- got posters out. Susan S.- meet and greet at Viktor's on a Monday or Wednesday night.

C. Discussion and Vote to Confirm Proposed Election Location at Gelson's Parking Lot. To take place on Sunday, March 30, 2014 from 4:00 PM to 8:00 PM

Vote approved 12-0.

D. Discussion and Vote to finalize and approve Election Stipulation Sheet – Jen

Jennifer to submit updated info to Jay.

E. Discussion and Vote to approve allocation of up to \$1,500 for 15,000 high quality full color 'Candidate Bio Brochures and 10,000 Post Cards

Motion Don- Susan P. approved 12-0.

F. Discussion and Vote to allocate up to \$1,800 to mail approximately 10,000 Candidate Bio Brochures (amount to include postage and fees – to be mailed 2 weeks prior to election)

Motion approved 12-0.

G. Discussion and Vote to allocate up to \$500 towards the design, printing, installation and rental of Bus Bench Advertisements within the HUNC for the month of March 2014.

Motion approved 12-0.

H. Discussion and Vote to approve up to 2 Press Releases for distribution announcing call for candidates, election date, time and location for wide distribution including to news outlets.

Motion approved 11-0-1.

I. Discussion and Vote to approve up to 4 Election Specific Email Blasts to Stakeholders.

Motion approved 11-0-1.

J. Discussion and Vote to approve "Meet & Greet" Election Events including a March 22nd event (location tbd) and the allocation of up to \$4,000 for food, beverages, marketing materials and raffles to attract participants to these events and create awareness

Motion approved 12-0.

K. Discussion and Vote to approve a specific March 30th Election Day event at Gelson's Parking Lot and allocation of up to \$1,500 for any additional expenses toward entertainment, public relations considerations, food, beverages, raffles/give-aways, promotions etc.

Motion approved

L. Discussion and Vote to approve up to \$1,500 for Door to Door delivery services for Candidate Bio Brochures/election materials if required.

Motion approved 7-2-2.

14. Finance:

A. Budget status update, possible motion

B. Approval of January Expenses

Motion Tom-Sheila approved 12-0. Edit to one item (total amount changed).

C. Update on Board completion of required trainings

15. Old Business

16. New Business