



CITY OF LOS ANGELES

**EAST HOLLYWOOD
NEIGHBORHOOD COUNCIL**

**GOVERNING BOARD SPECIAL
MEETING**



**EAST HOLLYWOOD
NEIGHBORHOOD
COUNCIL
CERTIFIED COUNCIL**

**#89
APRIL 19, 2007**

**P.O BOX 292359
LOS ANGELES, CA
90029**

**ehnc@easthollywood.net
www.EastHollywood.net**

**Monday, February 24, 2020
6:44 PM START / 7:18 PM CALLED
TO ORDER**

**Hollywood Hotel
1160 N Vermont Ave
Los Angeles, CA 90029
Minutes Approved August 17, 2020**

**ERIC GARCETTI –
MAYOR**

**GOVERNING BOARD
OFFICERS**

**Arasele Torrez -
President
Ninoska Suarez - Vice
President
Rogelio Pardo –
Treasurer
Jeff Zarrinam -
Corresponding
Treasurer
Gesselly Marroquin -
Recording Secretary
Faye Altoabar -
Corresponding
Secretary**

**GOVERNING BOARD
MEMBERS**

**Daniel Strongman
Lisa Scott
Shahan Suzmeyan
Lynn Campbell
Doug Haines
Jillian Schultz
Kyle Gregory**

EHNC (and all other) Meeting Minutes are a summary; Minutes were not, are not and are never meant to be an exact, verbatim, word-for-word transcript or comprehensive record of what was said at a Meeting. Exceptions: Motions/Resolutions (as stated at the Meeting, which take precedence over versions written on the Agenda, if different); quotes (words that have quotation marks (“ ”) at the beginning and ending of a word or words); and other wording from the Agenda such as the first paragraph(s) of some Items. Items are listed in and match the same order as on the Agenda.

I. Welcome and Introductions

A. Call to Order

A. Opening Remarks/Welcome Address *Ninoska Suarez, Vice President*

B. Public Comment on Non-Agenda Items

1. Doug Haines (board member): Upset that this meeting was not on the city calendar. Everyone needs adequate notice – the general public needs to know and needs to know enough in advance to prepare.

II. Community Reports

- A. LAPD Report - No representative was present and there was no report.
- B. Neighborhood Prosecutor - No representative was present and there was no report.
 - B. Budget Advocate Report -No representative was present and there was no report.
- C. CD13 Report, Office of Councilmember Mitch O'Farrell - No representative was present and there was no report.
- D. City of LA Report, Office of Mayor Eric Garcetti, Angie Aramayo - No representative was present and there was no report.
- E. Assembly District 43 Report, Office of Assemblymember Laura Friedman, Seamus Garrity - No representative was present and there was no report.
- F. LA County Supervisor Sheila Kuehl, Erin Seinfeld - No representative was present and there was no report.

II. Community Voices

- A. Thai CDC Update - No representative was present and there was no report. Ninoska Suarez mentioned that Thai New Year festival is coming up on Sunday, April 24.
- G. East Hollywood BID (Jeff Zarrinam) – Tabled.
- H. Route 66 BID (Jeff Zarrinam) – Tabled.
- I. Hollywood / Western BID (Jeff Zarrinam) – Tabled.
- J. Hollywood Chamber of Commerce (Jeff Zarrinam) – Tabled.

///. Break (Meet & Greet) Meeting of EHNC Governing Board - Public is welcome and encouraged to stay [No break was taken]

A. Committee Reports

1. Planning & Land Use Management (PLUM): Shahan Suzmeyan updated that PLUM met last week. Had quorum. Had successful meeting. Discussed items on the agenda today.
2. Outreach: Ninoska Suarez updated that Outreach met, Kyle, Jillian, Lisa, Lynn attended and discussed ongoing projects, some of which are on the agenda today.
3. Arts & Culture: Lynn Campbell updated that there was no quorum so those in attendance met informally for 20 minutes but did not address official business and adjourned.
4. Youth & Education: Did not meet, have been having a hard time finding a suitable time for meeting.
5. Bylaws: Daniel Strongman updated that April 22 is the deadline to submit. The goal is to finalize on Tuesday, March 3 to finalize and approve.
6. Public Health & Safety: Did not meet.
7. Homelessness: Met the same night as Outreach. They discussed a few CISs which are on the agenda tonight.

- B. **Discussion and possible approval** of January 27, 2019 Governing Board Special Meeting Minutes. - Daniel moves. Lynn seconds. no discussion. Go to a vote in "AYE" format. Nina Abstains. Rogelio abstains. Minutes are approved. Motion passes.
- C. **Budget Update** (Rogelio Pardo, Treasurer)

1. January 2019 MER - Rogelio moved. Jeff seconds. Motion goes to a vote. No abstentions. Budget Approved. Motion passes unanimously.

D. Action Items

1. Discussion and possible action regarding approval of up to \$500 for EHNC February 29, 2020 Board Retreat breakfast and lunch. - Doug moved. Lynn seconds. 10 yes/0 no/0 abstentions. Motion passes.
 2. Discussion and possible action regarding a development project DIR-2019-3760-TOC-SPP-SPR, ENV-2019-3761-EAF, VTT-82654 located at 4629-4651 Maubert Avenue. The Applicant, Maubert LA VI, LLC, seeks to construct, use, and maintain an approximately 143,785 Square Foot ("SF") residential development comprising 153 dwelling units inclusive of 17 restricted affordable units for Extremely Low Income Households, built to a maximum height of up to 108 feet. Off-street parking is provided above grade and screened from view within the building. The Subject Property is zoned R4-1 and located within the Vermont Western Station Neighborhood Area Plan (SNAP), designated within Subarea C. The Applicant is requesting a TRANSIT ORIENTED COMMUNITIES ("TOC") AFFORDABLE HOUSING INCENTIVE PROGRAM determination with two Additional Incentives (increase in Height of up to 33 feet; and a reduction in required open space by 25%). Shanhan moves to write a letter in support of this project. Rogelio seconds. 6 no /3 yes /1 abstention/6 absent. Motion fails.
- Presentation: Presenting project on MAUBERT east of the wells fargo on Vermont. Currently occupied by 2 four-plexes. 153 units with 17 for extremely low income units. When they purchased the property, they invested a lot of money and time keeping the heat and water on. They hired a relocation consultant after the ONE YEAR mark and some families remain. He detailed the specs of the project, as listed in the agenda, including parking details. Approximately 85 parking spaces. It is in a TOC area (transit oriented communities). Stated that because of the lack of parking, people that need parking won't live here. The street is very narrow; they are going to be making it wider by 3 feet. 2700 for a one bedroom up to 4700 for a 3 bedroom. First floor is lobby/lounge/working spaces/fitness area. Second level is garage. 3rd level, everything is back 15 feet from front of building. They have large 15ft deep private patios with trees. Courtyard with club room and swimming pool. No floor plan for upper floors were brought but 7th floor has a roof deck. Current residents that are still living in the current building and voices concerns about the project not being responsibly planned. The street is a nightmare. Presenter suggested that the RESIDENTS in the building, he would say to the city that residents of this building cannot get street parking.
 - Public Comment, Discussion & Questions:
 - Anonymous member of the public: You can't have a meeting with something that isn't announced to everyone. This meeting is invalid! Requests that ANOTHER meeting ON ACTION ITEM 2 needs to be scheduled and they are proposing to build a GIANT building using TOC guidelines as an excuse and they are going to flood the neighborhood! Everyone has a boyfriend/girlfriend
 - Doug: we want people in affordable units to make a living – if they get a raise and they are above the threshold, the unit becomes market rate! So u lose affordable units. CD13, CD4 meet highest vacancies, we have large luxury units coming in and also the highest percentage of people of color that are pushed out of the neighborhood. They are gentrification on steroids. Parking is what it is but his concern is what we want to see in our communities. Measure JJJ didn't say anything about height increases, reducing open space etc. Traffic analysis and noise impact were submitted – they are using best practices but it's not realistic. No notification for public hearing – it was on the Tuesday before thanksgiving when the city put it on the agenda. Neighbor Antonio is here to speak as well and I knocked on his door to let him know about the meeting.
 - 62% 1 bedrooms, 34% 2 beds, 4% 3 beds. Low income units.
 - Nina asks for the project managers to research how the city would replace the low income unit if someone moves up in income brackets. Will they kick out?
 - Arasele: what were your outreach efforts? They flied and visited apartments. When they bought the building, they spend time with tenants
 - Wife of Anthonie Hammers – did not receive notice, did not receive the payout. Concerned about area – theres no parking on any street – they are on a ONE BLOCK permit only parking situation. It is extremely overpopulated as is. 153 units will be going in of at least 2700 a month and you properly own a car and they will have to go

into neighborhoods for it and they are already congested. She works from home and she doesn't live in the buildings being torn down she is a neighbor and doesn't want the project on her street!

- Arasele: asks presenter to answer the question of parking.
 - Rogelio: can you talk about the cost of parking and building in general?
 - Antonie Hammers: they are proposing an entrance off of Maubert Avenue currently at the end of the block there's the Wells Fargo and businesses. It causes a bottle neck every day already. With 85 people trying to get in and out of there its going to create more
 - Advisory committee meeting is in the works.
 - Arasele spoke about her story. Living in the neighborhood from age 9. Virgil village. Gesselly said her story. Said you aren't building for the neighbors currently living in the neighborhood.
 - What are you planning to do to keep people from the neighborhood living here?
 - Presenter: As Rogelio said gentrification is a big issue. Lived in east Hollywood for 10 years. Areas are gentrified, people come in, there's nowhere to rent, they buy to flip. He is talking about building new housing. They have residents that live there. He rejects the notion that building this building here.
3. Discussion and possible action regarding the new logo for the EHNC. Jillian presented for new logo for feedback and the logo will then be used for swag. This has been worked on in arts and culture and have been working with EHNC (lives and works) artist for this. Very connected to vendors that can also produce hats, t shirts, and other give away. Designs are inspired by Barnsdall park's font (celebrating UNESCO heritage site connection). Daniel loves the orange background. Nina agrees. Kyle likes the sans serif EHNC written out. Arasele likes the green. Nina: When can the logo be ready to vote? By mid may we need to have it. The dream is to have it by the bike in.
 4. Discussion and possible action regarding CIS in support of Council File 20-0110, Census Bureau / Homelessness / Outreach and Administration Teams / Funding: Introduced on January 28, 2020 and referred to Homelessness and Poverty Committee. The motion is requesting the Los Angeles Homeless Services Authority to work in conjunction with the Mayor's Office of the Census, the Chief Administrative Officer, and the City Attorney to develop the necessary steps for engaging City-funded homeless outreach staff into the City's Census outreach and administration. Shahan Moves. Jillian seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 5. Discussion and possible action regarding CIS in support of Council File 19-1413 -Outdoor Emergency Shelter / Modesto Model / Shared Housing / Feasibility. This motion is to ask CAO explore the applicability of the Modesto model in Los Angeles, as well as the feasibility, including potential funding sources, of identifying at least one appropriate OES location in each Council district where manageably-sized and well-managed homeless encampments could be established featuring restroom facilities, sanitation service, homeless outreach services, security and law enforcement as necessary, and report back to the Council within 60 days; and MOVE that the City intensify its effort to explore the feasibility and implementation of a Shared Housing program, including potential funding sources, as discussed in Council Files 15-1138-S18, 17-0100, 18-0475 and 19-1023 as a potentially cost-effective methodology for moving persons experiencing homelessness into housed situations with fewer delays and lower expense than the A Bridge Home and HHH housing programs have experienced thus far. Arasele moves to approve. Daniel seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 6. Discussion and possible action regarding CIS in support of Council File 19-0882 - Provision at No Cost / Feminine Hygiene Products / All Restrooms at City-owned Facilities. This motion directs the Department of Parks and Recreation and The Department of General Services to 4 report on the feasibility and costs of providing feminine hygiene products at no cost at all restrooms in City-owned facilities and to identify any City facilities that currently offer free feminine hygiene products. Rogelio moved. Shahan seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 7. Discussion and possible action regarding CIS in support of Council File 20-0002-S8, Board and Care Facilities / Housing Development / A Bridge Home Projects / Homelessness / Interim Housing / Permanent Supportive Housing / Funding: Introduced on January 22, 2020, and referred to Rules, Elections, and Intergovernmental Relations Committee. Resolution is requesting that the City of Los

- Angeles include in its 2019-20 State Legislative Program SUPPORT for the Governor's Proposed FY 2020-21 State Budget allocation of \$750 million to reduce homelessness and SPONSOR legislation to include an ongoing funding source of \$2 billion a year to cities, commensurate with need, to sustain and greatly expand homeless programs, interim housing, and permanent supportive housing. Jillian moves. Rogelio seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
8. Discussion and possible action regarding CIS in support of Council File 20-0002-S6, 2020 California Local Rent Control Initiative: Introduced on January 21, 2020, and referred to Rules, Elections, and Intergovernmental Relations Committee. Resolution is requesting that the City of Los Angeles include in its 2019- 2020 Federal Legislative Program SUPPORT for the 2020 California Local Rent Control Initiative. Arasele moved. Lynn seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 9. Discussion and possible action regarding CIS in support of Council File 19-1561 Los Angeles Homeless Services Authority / Homeless Housing, Assistance and Prevention Program (HHAPP) / Youth Experiencing Homelessness or At Risk of Homelessness / Fund Category 6. Passed 10 to 0 in City Council on January 24, 2020. Nina moves. Lynn seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 10. Discussion and possible action regarding CIS in support of Council File 19-1556 Eviction Prevention and Homeless Prevention Services / Homeless, Housing Assistance, and Prevention Program. Passed 10 to 0 in City Council on January 24, 2020. Nina moves. Arasele seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 11. Discussion and possible action regarding appointment of Lisa Scott as a member of the EHNC ADHOC Homelessness committee. Nina explained and moves. Arasele seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 12. Discussion and possible action regarding removal of Dan Argo as a member of the EHNC ADHOC Homelessness committee. Arasele moves. Lynn seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 13. Discussion and possible action regarding appointment of Lisa Scott as a liaison to participate in the newly formed CD13 Alliance which aims to share information and unify the neighborhood councils within CD13. Arasele moves. Nina seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 14. Discussion and possible action regarding appointment of Jillian Schultz as a liaison to participate in the newly formed CD13 Alliance which aims to share information and unify the neighborhood councils within CD13. Arasele moves. Lynn seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 15. Discussion and possible action regarding Outreach Table at Thai New Year Festival on Sunday, April 26, 2020. Nina moves. Arasele seconds. 10 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 16. Discussion and possible action regarding Virgil Village First Friday Pop Up Outreach every month from 7-8 pm. Item tabled to be discussed in depth at board retreat on Saturday, February 29.
 17. Discussion and possible action regarding NPG request from Spay Neuter Project of Los Angeles for a pet vaccine/microchip clinic of up to \$1,000. Item tabled until next meeting with invitation for the Spay Neuter Project of Los Angeles to attend and answer questions.
 18. Discussion and possible action regarding NPG request from The Thai Community Development Center to support of up to \$2,000 to support marketing of East Hollywood Certified Farmers market to community. Jillian moved to approve. Kyle seconded. 9 yes/ 1 no/ 0 abstentions. Motion passes.
 - Discussion: Thai CDC wants to use money for postcards and mass-mailing it to 90029 targeting latinx and Armenian community. The EHFM takes EBT and members in the community and they can match up to ten dollars. Has been open since 2012 but marketing hasn't been strong. Will use USPS's EDDM system to target.
 - Arasele: NPG's aren't supposed to be exclusive to just one zipcode. Our NC has 90026 and 90029. We can do a grant for matching funds, for example. NPG's have to be open to all.
 - Speaker Michelle for EHFM: The thing with matching is that, a new law changed that for SSI recipients now qualify for EBT. By mass mailing low income folks that qualify for SSI, means they qualify for EBT. It's a double purpose post card. 1: we exists come here! And 2: take advantage of this resource.

- Daniel: if you are giving grants for SSI recipients. Jillian wants mailers to go to half one zip code and half another zipcode. Thai CDC has a “connection” with a thai printer 5k postcards for \$200.00. That’s why they only have 5k postcards to send. Working within the price range being asked, they need to maximize the route.
 - What languages will be on the post cards?Armenian/English and Spanish/English on all sides.
19. Discussion and possible action regarding up to \$2,500 in expenses including live music, facilities rental, bathroom facility rentals, AV equipment rentals, collateral material design and printing, and venue contingency funds for joint Bike-in movie event with Los Feliz Neighborhood Council. 8 yes/ 1 abstention/ 0 no. Motion passes.
 20. Discussion and possible action regarding purchase of sustainable outreach items up to \$5,000 for April 26th Thai New Year Festival. Lynn moves. Rogelio seconds. 9 yes/ 0 no / 0 abstentions. Motion passes unanimously.
 - Bike lights, doggy bags, tote bags, t shirts, hats (Dominique's recommendations)
 21. Discussion and possible action regarding approval of up to \$1,850 for purchase of electronic tools to support outreach efforts including projector, ipad, apple projector adapter, ipad stand to broadcast meetings. Arasele moves. Rogelio seconds. 9 yes / 0 no / 0 abstentions. Motion passes unanimously.
 22. Discussion and possible action regarding purchase internet and data service for iPad tablet for up to \$150 per month for outreach purposes. Gesselly moves. Lynn seconds. 9 yes / 0 no / 0 abstentions. Motion passes unanimously.
 23. Discussion and possible action regarding hire of a social media consultant for posting on the website, Facebook, Instagram or other social media platform for the amount up to \$5,000. Rogelio moves. 9 yes / 0 no / 0 abstentions. Motion passes unanimously.
 24. Discussion and possible action regarding advertisement on Facebook, Instagram and other social media platforms for up to \$500 a month. Arasele moves. Daniel seconds. 9 yes / 0 no / 0 abstentions. Motion passes unanimously.
 25. Discussion and possible action regarding EHNC website redesign for up to \$5,000, for outreach purposes. Arasele moves. Rogelio seconds. 9 yes / 0 no / 0 abstentions. Motion passes unanimously.

V. New/Old Business

- A) Jillian volunteers for Virgil Village First Friday (March)
- B) Nina wants to talk about Barnsdall Park event. City Hall has excluded EHNC from a second event at the park. Has addressed it with an email with Angie from Garcetti’s office. DCA needs to be contacted.
- C) Rogelio wants actual meeting start time to be pushed back to 7pm or 7:30pm. Can be discussed at retreat.
- D) Jillian would like to use consent agenda in voting to speed up meeting processes.

VI. Adjournment